

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXIV, No. 3 NEW YORK, JANUARY 20, 1921

10c A COPY

"Old Town Canoes"



"I can build canoes"

TWENTY years ago in the picturesque city of Oldtown, Maine, two men met and one wanted employment. When asked what he could do, he replied,

"I can build canoes."

The other man owned a vacant shop, and he put the canoe-builder to work. At first, their canoes were sold locally. But the promoter of the new enterprise was blessed with the vision that fosters large industries.

He saw possibilities of selling canoes nationally and internationally. And he had

a thorough belief in the power of advertising.

Today, the Old Town Canoe Company stands just across the street from its first site. The little shop is replaced by large modern fireproof buildings. Thousands of canoes are made there every year. They are shipped to the four corners of the United States, and to many foreign countries. "Old Town" is now synonymous with canoes, wherever canoes are used. Advertising Headquarters is particularly proud of its long and happy connection with the Old Town Canoe Company.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Interborough Advertising Guides Them Both

THE peculiar geography of New York compels the use of the Interborough lines by everyone, some of the time, and most New Yorkers all of the time.

Retailers, as they ride, read car card announcements with genuine interest, for they know how unerringly these campaigns guide the public purse. It means big sales to these merchants to have the advertised articles on hand and they see to it that they *do* have them.

So when Mrs. Brown has decided to try a certain attractive article which she has noticed invitingly displayed on her frequent Interborough trips, she discovers, upon dropping in at her dealer's, that he has wisely anticipated this new desire and is ready with the goods.

Thus do Interborough advertisers, through this single powerful medium, guide both the final consumers and the dealers through which they must be reached.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIV

NEW YORK, JANUARY 20, 1921

No. 3

Keener Judgment Needed in Buying Space

Evolution of the Buyer of Space—How He Used to Work and What He Is Doing To-day

By John Allen Murphy

ARE the buyers of space becoming flabby? There appears to be good reason to believe that many of them are. It is not hard to produce evidence showing that a number of these buyers are not exercising the keen judgment in the selection of mediums that their jobs require.

Two special representatives were recently discussing this subject. One is a young man who has entered the business in the last five years. The other man is a veteran who has spent the best years of his life in selling space. The recruit was complaining of the difficulty of his work. "The whole generation of present-day space buyers," he said, "must have been born and raised in Missouri. When it comes to being cordial to representatives and receptive to their propositions, Grant's Tomb hasn't anything on them. I often wish that, like you, I got my start as a salesman back in the days when advertising was young and before space buying became the cold, mathematical formula that it is to-day."

"I agree with you," replied the veteran. "I wish that you had some experience in selling space to the advertisers who were buying it twenty or thirty years ago. You would then realize what hard selling is. Those old fellows were the shrewdest judges of space values that I have ever encountered. Most of the big advertisers of the time were the manufacturers of proprietary medicines.

Of every dollar they took in from twenty-five to seventy-five cents was put back into advertising.

"They devoted all their waking hours to stretching that money over all the advertising space it could possibly cover. They could out-bargain any Yankee tin peddler who ever lived. They knew newspaper circulations and rates better than a train dispatcher knows his time-table. But quoted rates meant nothing in their canny existence. A rate was only a starting point for a discussion. Those fellows never called it a day unless they succeeded in breaking a few rates. Count yourself lucky, boy, that you didn't have to haggle a contract out of the advertisers who were flourishing in the days of my youth."

The picture which this man briefly painted is a fairly accurate description of the conditions that existed when Brent Good, Charles H. Fletcher and Dr. Pierce were among the principal space buyers of the day. The representative who has just been quoted might have truthfully made his point even more emphatic. The patent medicine school produced space buyers of extraordinary acumen. At that time, as a general thing, the head of the business was his own advertising man. In fact, as George P. Rowell shows in his book "Forty Years an Advertising Agent," advertising was the chief business of the medicine baron. His manufacturing problems were simple. His product

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was made after a fixed formula and required little watching. His distribution was largely cared for by jobbers and was almost automatic, at least as long as the advertising pulled hard enough on the consumer.

Advertising, therefore, was the most important function of the enterprise. It accordingly received the undivided attention of the chief himself. He was familiar with every last detail of it. And advertising, it must be remembered, in those days consisted mostly of the proper selection of mediums. That was about all there was to it. The copy was good as far as copy went in those days. Judged by present standards, it would not rank high. But the copy pulled and made the advertising profitable, simply because it was wisely placed. The rates actually paid were invariably commensurate with the true circulation and with the values that lay behind the circulation. The advertisers were careful not to pay for anything they didn't get.

Those old-timers knew little about merchandising, and nothing about the law of diminishing returns, but they did know the actual as well as the alleged circulation of every paper from Bangor to San Diego. They would not have been able to tell you whether psychology is an orchid or a disease, but they could tell you the exact amount that it would take to get an 18-line advertisement for three months into every newspaper in the Mississippi Valley.

A man making application for a position as assistant to an advertiser of this period, instead of being queried on the sales potency of a mauve background, would be put through a third degree something after this fashion: "What is the newspaper situation in Seattle?"

"How much circulation do you give the *Star* in Tuscaloosa? Is its rate in proportion?"

"What is the best rate you can get out of the Watertown papers? Which of them has the most home circulation?" And so on and so forth.

If the applicant could satisfactorily answer those questions and hundreds of other similar ones, he was considered a fair advertising man.

SPACE BUYERS HAD TO DRIVE FOR LOWEST RATES

Of course there is a good reason why rates and circulations loomed so large in the work of the advertisers of the past generation. If the strictest attention were not paid to those two details, it would not have taken the advertiser long to squander his money fruitlessly. For, as Mr. Rowell says, "Advertising space had, at that time no recognized measure or standard of value. Practically, within certain limits, it amounted to getting as much as possible and taking what one could get." Again in writing of the frequency of discounts he amusingly stated:

"If advertisements were frequent or continued, a discount was allowed, varying from 10 to 50 per cent, according as the gross total ranged between \$10 and \$100 within a period of three months. A gross bill of \$100 might be reduced one-half and settled for \$50, but a gross bill of \$90 carried with it a right to no more than 33½ per cent discount and, therefore, could not be liquidated for less than \$60. Sometimes an advertiser would ask how much he must advertise to secure 100 per cent discount, but such inquiries were treated as frivolous. Once there was a lawsuit with a publisher who offered \$50 in settlement of a gross bill of \$97.50, while the office insisted upon receiving \$65, and this contention the court upheld. I was a witness in the case and, on taking my seat after leaving the stand, the defendant asked me, in a low tone, whether I had ever read the story of Ananias, and appeared too disgusted for anything when I told him I never had, and asked him who published it, and if it was good. I found it not customary to take off any discount from an advertising bill unless a discount was asked for. Sometimes after the money had been

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Force vs. Mass

It is an old axiom of physics that *momentum is force times mass*.

A fast-moving, hard-hitting, lighter body has greater momentum than a slow-moving, weak, but larger, mass.

—That's why Christian Herald carries more advertising than many mediums of much larger circulation; in fact, carries more advertising than any general weekly except Post, Digest and Collier's.

For its *force* is out of all proportion to its *mass*.

Its momentum is a greater sales-influence for the advertiser, per dollar of cost, than that of any other medium in its field—an absolutely vital field.

For, while the advertiser *buys momentum*, he actually *pays* only on the basis of *mass*.

—43 years of service to its readers have made Christian Herald mean more to them—this particular group of 300,000 families—than any other periodical can mean to them.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

paid and the bill receipted, the belated inquiry about a discount would be made. The question was embarrassing at the moment, but in such a case there never was any discount."

Where rates were so elastic, it is easy to see why space buyers had to sharpen their bargaining faculties.

Advertising has grown a lot since the days of which the founder of *PRINTERS' INK* wrote. It is now vastly more than a matter of rates and circulation. So many refinements have been introduced into it that the advertiser of the last generation would today scarcely recognize his own profession.

These latter day developments have been of incalculable benefit to advertising. The necessity for thorough market analysis, and for a comprehensive advertising plan that co-ordinates all the selling functions of the business, is known to everyone. No advertiser would get very far without them. The manufacturer who essays advertising to-day must follow a hundred and one principles that were entirely unknown to his father and to his grandfather.

But in observing these 1921 refinements, isn't there a danger that we may regard too lightly the importance of advertising fundamentals? Extraordinary attention given to the projection of the plan and to the preparation of the copy is all very well and good, but why should not an equal amount of care be given to the selection of the mediums? Isn't circulation the very foundation-stone of advertising? What is the sense of fussing with plans and copy and then neglecting the part of the job only through which those plans can be successfully executed? The most elaborate advertising preparations will avail little unless they are properly carried out.

SOMETHING TO LEARN FROM THE PAST

Just a minute, please. I see what is on your mind. No, I am not pleading for the return of the old conditions. The chaotic rate-

cutting, unknown-circulation situation of twenty years ago is gone, and only an enemy of advertising would like to see it back. The purpose of this article is not to laud that old-time state of affairs. Rather its object is to show that, through the exercise of judgment and acumen in the buying of space, the outstanding advertisers of the last generation made their advertising pay, despite the uncertain and intolerable conditions that existed at the time.

To-day advertisers have no such situation to contend with. Rate cards are pretty well standardized. Thanks to the Audit Bureau of Circulations, the circulation of most publications is an open book. But the very fact that the space-buying part of their jobs has been made so easy has made many advertising men disregard its importance altogether. As I said before, they now devote most of their efforts to the preparation of the campaign and too little effort to the carrying out of the plans. Is there any good reason why both ends of the work should not receive adequate attention?

To this question many will reply that carelessness in the selection of mediums will not manifest itself so quickly in the results as will carelessness in the copy or in the plan. Just as the old-time advertisers made indifferent copy pay because of the wisdom with which the space was selected, so to-day it is held that any medium will pay its way because of the strength of the copy and the shrewd strategy of the merchandising plan. That may be true, but it isn't logical. It is shiftless thinking. If it is true that the advertising is paying despite poor judgment in the compilation of the list, isn't it reasonable to suppose that it would pay better if all of the wisdom and experience available were brought to bear in the selection of the mediums?

"We have listened to your indictment," I hear you say. "Now where is your evidence? Do you mean to say that space buyers are a careless and indifferent lot and that the purchase of advertising

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THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine
for Boys in All the World"

Timing BOYHOOD'S Crowded Hour

Whether he gets his watch by gift, inheritance or by earning the money himself, the boy is critical of performance. He prefers known value and merit, rather than an uncertain quantity.

Because in a lifetime a man rarely needs many watches, some of the world's leading makers of watches are advertising to boys through **THE AMERICAN BOY**. Through this medium they are reaching manhood in the making—more than 500,000 boys monthly, averaging 15½ to 16 years old, the period when impressions, habits and preferences for life are forming.

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Building, Chicago

32 sales per clerk per hour

"Quick" selling in modern retail stores—what it means to manufacturers in building volume

HOW far can manufacturers today rely on dealer "push" as a help in selling? Surprising figures recently secured in metropolitan drug stores throw a new light on this important question.

Clerks were making sales at the rate of one in every two minutes! 32 items were being sold by a single man in one hour.

This is an average of checkings made at three toilet goods counters during "rush" hours—when a large part of all business is transacted.

Rapidity of selling is today recognized as an important factor in all retail fields whether the unit of sale is large or small. Where the unit is small—as in the drug trade—this speed reaches its height.

The success of the modern clerk depends usually upon supplying quickly and courteously what customers ask for. As a rule he has little time for persuasion—for lengthy explanations.

How much chance has he of "pushing" your particular product?

Why rapid selling is vital

The average druggist has 5,000 different articles on his shelves; the hardware dealer carries from 6,000 to 10,000. The grocer must divide his selling effort between over a thousand articles.

With all these products to handle, only "quick" sales can give the needed volume at a low cost.



Less than two minutes for the drug store clerk to complete all the steps of selling each separate article!

The dealer cannot take the place of the manufacturer in carrying the story of a product to the public. It is known that many large chain-stores seldom stock other than advertised articles—except in staples.

The two deciding factors in the retailer's net profits—rapid turnover and low clerk expense—depend directly upon *consumer demand*. The retailer can "push" articles profitably only when his customers are "pulling" from the other side of the counter.

Are you taking full advantage of the "pull" that can be exerted by 105,000,000 people?

The manufacturer who clings to the less efficient and more costly method of "push" with *any part* of his selling cost which could more profitably be spent in creating a demand for his product, deliberately handicaps himself in competition with the manufacturer who utilizes *to the full*, the more efficient and less expensive method of "pull."

For many products that are now the "largest sellers" in their fields the J. Walter Thompson Company has helped build volume by planning and preparing advertising campaigns that created consumer "pull."

J. WALTER THOMPSON COMPANY

NEW YORK • CHICAGO • BOSTON • CINCINNATI • LONDON

space to-day is on any such slovenly hit-or-miss basis as you seem to infer?"

Nothing has been said to lead you to believe that I am indicting the entire advertising profession. As a whole, the placing of advertising is to-day on a sounder basis than ever before. Advertising men to-day know more about mediums than they ever did. Space buying as practiced in many of the agencies has been carried to the nth degree of perfection.

But notwithstanding this, deplorable though it is, there is much slipshod selection of mediums going on. Evidences of this may be found on every hand. Any experienced observer of advertising can tell you of numerous examples. The most flagrant error and also the one most commonly encountered is a failure to put a correct appraisal on all those intangible qualities that give distinction to some publications. Their circulations have an enormous plus quality that mere statistics cannot reveal. A space buyer may know the circulation of a paper and be certain that its rate is fair, and still not have enough information to do justice to his client. He should know, in addition, something about the editorial policy of the paper and how it stands among its readers. He should know, also, who those readers are, where they live, what they are capable of buying and many other details about the community where the circulation is distributed.

MISDIRECTED ADVERTISING

Knowing who the readers are is extremely important, but it is a detail that is frequently ignored. Someone said once that the principal business of the South Sea Islanders is in doing one another's washing. In like manner, the main business of several industries seems to be in advertising to themselves. They advertise in publications reaching their competitors instead of in publications reaching their prospective customers.

Advertising to the wrong market or to a scattered market in the wrong medium is another

space-buying error. Inquiries are thus received from persons incapable of using the product or the service. Much time is thus lost in following up hopeless leads.

In many cases the principal mediums to be used in a campaign will be selected with discretion, but the supplementary mediums on which the success of the campaign may hinge will be picked at random and without any apparent investigation. In these cases evidently the data which the Audit Bureau of Circulations makes available are either ignored or heedlessly used. A special appropriation, intended for a concentrated drive on a certain class may be divided equally among all the publications in the field. The ably edited periodical, with a quality circulation, gets no more space than its loosely edited contemporary, whose circulation is vastly inferior. As a result, the special appropriation is scattered, and no lasting impression is made anywhere. Dominance is not attained in any publication.

I say in all frankness that advertisers who place their appropriation on any such basis are frittering their money away. They are hurting the cause of advertising. They are putting a premium on slipshod editing and ramshackle publishing.

No wonder some concerns have found that advertising does not pay. As a matter of fact they never gave it a fair chance. Their copy has appeared almost everywhere except where it should have been. They have generously given space to every publication that was on its last legs, "just to help it out." They have never failed to catch the final edition of every paper that was going out of existence. The old-timers may have been occasionally caught on one of these farewell editions, but you may be sure they paid no more for their space than the circulation was worth.

For, it must not be overlooked, all circulation has a certain value, provided it is purchased for what it is worth. This point cannot be made too emphatic. It is no

Chicago—The Central Printing Market



One of the largest, most up-to-date and completely equipped printing plants in the United States.

Rogers & Hall Company

Catalogue and Publication
Printers

Artists : Engravers : Electrotypers

Specialists in the art of Catalogue
and Publication Printing for
more than thirty years!

Day and Night Service

A Printer Is as Good as His Equipment *Plus* His Organization

Our Equipment includes the latest and most efficient time-saving machinery—Linotypes Monotypes, Color and Rotary Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus we are right on **Quality, Delivery and Price!**

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy writers and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

Rogers & Hall Company

Catalogue and Publication Printers

Artists : Engravers : Electrotypers

Polk and La Salle Streets, Chicago

Telephone Wabash 3381

reflection on the judgment of an agency to have it put a client's copy in a third or even a fourth rate medium, *provided* the space was bought at a bargain rate and granting, of course, that the circulation is suitable for the product being advertised.

No circulation is entirely valueless. It is worth something to somebody. The only thing to remember is not to pay more for it per milline (million lines) than it is worth for the particular article being exploited.

Some advertisers seem to have a faculty for using publications that strut only for a brief day on the advertising stage. As a result their advertising lacks continuity. It has not been in any publication long enough to establish the name and build prestige with the readers.

Now who is responsible for the conditions that have been briefly touched upon in the few preceding paragraphs? Is it the space buyer? In some cases it is. More often, however, the space requirements of the advertiser are suffering because of a system, or lack of system, as the case may be, that has grown up in advertising during the last few years.

The old-fashioned type of space buyer, who thought he knew the boys well enough to get rock bottom rates out of them, is gone. Rate standardization, the A. B. C. and other developments have eliminated him. There is still a species of space buyer who sees no other opportunity for his talents than to buy circulation in bulk at so much per thousand. On his shoulders could be laid a great deal of the blame for the mistakes in judgment that are so often encountered in the placing of advertising.

Again in some agencies the space buyer does nothing more than handle the details of the contracts with mediums. He does not select the mediums, but merely handles the details after the list has been decided on.

The real space buyer to-day, however, is very much more than his title indicates. He stands high in the councils of the company,

sits in on all important conferences and acts as liaison officer between the account handlers and the production department. Often he is the head of the plan department. At all times in the work of the agency or in its relations with its clients, such a space buyer represents the mediums. His knowledge of affairs must be so comprehensive that he is able to see that every dollar of the client's money is used to the best possible advantage. A space buyer of this kind is a pretty big man and as a rule little fault can be found with his work.

A space buyer of this ilk is a busy man. He is likely to be overworked unless he is able to surround himself with capable assistants. The old-time space buyer carried his extensive knowledge of mediums under his hat. When he left the office, the information went with him. To-day it is impossible for any man to carry a detailed knowledge of the thousands of mediums in the United States in his head. This information must be reduced to charts or to some other system where all the data may be instantly available to anyone in the agency who may wish to use it.

A number of agencies have some such system. In some cases it is more elaborate than in others. A. B. C. reports are carefully recorded. In addition every scrap of other information that can be obtained as to the publication, its editorial influence, its market and its history are tabulated. One agency has a gigantic data sheet for every newspaper in the country. On it there is a place for the answer to every conceivable question that could be asked. In addition to the usual information about circulation, its increase from year to year, how it is obtained and where it goes, there are data as to the paper's political control, the character of its editorial leadership, the features it carries and how they are regarded locally, the opinion of local merchants toward it, and so on. Other data tell how far the city's trade zone

(Continued on page 138)

What Iowa People Think of Des Moines Newspapers

The following figures show the actual number of paid subscribers of all Des Moines daily papers, by monthly averages. All figures are from the publishers' own statements.

The best evidence of the public's confidence in a newspaper is shown by the number of people who read it from month to month and year to year. A glance at these figures will show you which Des Moines newspapers Iowa people like best.

Advertising space is sold in the Register and Tribune as a unit—20c a line flat.

	REGISTER (Morning except Sunday)	EVENING TRIBUNE	SECOND Evening Newspaper
January 1919.....	61,594	44,130	59,924
January 1920.....	62,008	51,070	59,950
February ".....	61,389	51,385	60,657
March ".....	62,322	52,455	60,700
April ".....	62,256	52,967	58,917
May ".....	62,044	48,128	56,812
June ".....	61,645	46,110	54,280
July ".....	60,556	45,988	52,046
August ".....	61,005	47,513	51,691
September ".....	61,627	47,417	49,425
October ".....	61,857	46,908	*.....
November ".....	62,288	48,329	*.....
GAIN or LOSS.....	694 Gain	4,199 Gain	12,185 Loss
Shown during period			

*Second evening paper stopped publishing customary monthly circulation figures in October.

A Few Facts Brought Out by These Figures

1. The Daily Register is clearly the leading newspaper in the field in number of subscribers. It has over 12,000 MORE paid subscribers than any other Des Moines or Iowa daily newspaper.

2. The Evening Tribune has 50% more city circulation and its present total circulation equals or exceeds that of the second evening newspaper.

3. During 1920, due to higher costs, all Des Moines newspapers were forced to advance subscription rates. Regard-

less of these advances the circulation of The Daily Register barely fluctuated. The Evening Tribune showed a slight temporary loss, but November, 1920, figures show a large gain over January, 1919. The other two Des Moines evening papers showed steady losses, with October, 1920, figures far below those at the beginning of the period.

4. The trend of circulation plainly shows that Iowa people want QUALITY newspapers. When they get quality they are willing to pay a fair subscription price.

The Des Moines Register and Tribune and The Sunday Register are represented by I. A. Klein, New York; John Glass, Chicago, and W. R. Baranger Co. on the Pacific Coast.

Collier's

THE NATIONAL WEEKLY

Get a copy

-To the Salesmen of America



—an editorial for
“the man who sells goods”
in Collier's for January 22

S
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Send for the
booklet reprint-
ing this editorial
from Collier's—
the third in a
series of *con-
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ness talks.

Collier's
THE NATIONAL WEEKLY



MAKE THE ADVERTISING AS GOOD AS THE SELLING

THE principal lines represented in Baltimore by Wm. H. Bryan & Co. are the Borden products, the Kirkman products, Jiffy-Jell, Campfire Marshmallows and the Cavanna Company's line of Valca Food Products, currants, raisins, etc.

The Borden line, from our point of view, is almost ideal, in that it is splendidly sold and has the advantage of sustained systematic advertising right here in Baltimore in papers reaching practically every home. The Kirkman line is becoming a newspaper advertiser and in view of the intensity of competition among the many brands of soap will profit when the advertising becomes more systematic and more frequent. Jiffy-Jell undoubtedly would enjoy double its present distribution and consumer preference if it were advertised more regularly and a systematic campaign laid out as a basis for Wm. H. Bryan & Co.'s selling. In the Valca line the raisins, for example, stand second in this market, but the advertising on these has been entirely inadequate. We would estimate that two or three times their present distribution and volume would be possible were the Bryan people able to thoroughly merchandise aggressive advertising in connection with them.

Such advertising may be done intensively here in Baltimore through The NEWS and The AMERICAN which have a circulation of over 180,000 daily. Compare this with the number of homes in Baltimore, city and suburbs, which approximate 150,000 to 175,000, and you can readily see just how thoroughly these great Associated Press papers cover not only the city of Baltimore but the entire state of Maryland.

Being in touch with every worth-while manufacturer's agent and representative in Baltimore, The NEWS and The AMERICAN are ready to make ideal connections for any first class product promising substantial support in the way of advertising.

The Baltimore News

EVENING, DAILY AND SUNDAY

and The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a web
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

When Interlineations Are Permissible

Occasional Correction Made by Hand Gives Personal Touch to Letter—Dangerous to Carry Idea to Extremes, However, as It Detracts from Effectiveness of a Neatly Written Letter

GEO. P. IDE & Co., Inc.

TROY, N. Y.

Editor of PRINTERS' INK:

In the article by L. C. Wilsey, of the General Motors Export Company of New York, in PRINTERS' INK, he states, "No letter will be mailed if it contains an interlineation, correction or postscript in pencil or ink."

Of course my opinion may be biased, but I have found that a postscript written in longhand at the end of a letter is the first thing the recipient notices on opening the letter. If the writer wishes to put particular emphasis on some one point he can do so most forcibly by writing it as a postscript in longhand.

This is perhaps captious criticism. It is not meant as criticism; but as the expression of my experience along this line.

The various methods of handling correspondence covered in this article give many valuable suggestions (it is not an unusual thing for PRINTERS' INK to contain valuable suggestions!).

O. S. ANNABLE,

Advertising Department.

THEORETICALLY, at least, the carefully prepared letter should not contain an interlineation of any kind. An ink or pencil or even typewriter correction is not regarded as good form in business correspondence because, as a rule, such corrections detract from the physical appearance of the letter.

In actual practice, however, most business men do not hesitate to do just what Mr. Annable does. Even the most skilled correspondents occasionally find it advisable to make pen or pencil additions to their typewritten letters. Sometimes they do this because they have no time to hand the letter back to the stenographer, but more often the correction is deliberately made by hand so as to give a personal touch to the letter.

Obviously, though, the practice of putting hand-written inter-

lineations in letters should not be carried too far, or it will lose its effectiveness, and besides give the writer of the letters the reputation of being a slovenly correspondent.

Like all rules of the kind, the one Mr. Wilsey laid down is a good one to observe if a judicious exception to it is permitted once in a while.—[Ed. PRINTERS' INK.]

Votes Against Advertising in Association Magazine

The National Association of Stationers and Manufacturers, at a convention held some weeks ago at St. Louis, was asked to vote upon a recommendation that the "National Association News" open its columns to advertisers and that suitable talent for the editing and publishing of this, the official organ, be employed.

The motion was defeated by a vote of 172 to 1, and in the discussion preliminary to the vote Fletcher B. Gibbs, general manager of the Association, indicated that he had made the recommendation merely to put the matter on record.

Change in Name of "Textile World Journal"

Beginning with the issue of February 5, the title of *Textile World Journal* will be changed to *Textile World*.

The name *Textile World Journal* resulted from the merger in 1915 of *Textile Manufacturers Journal* and *Textile World Record*. Parts of both names were used in the new title of the merged publication, but for the past year the word "Journal" has been gradually made smaller in the title with view to eventually dropping it in favor of the shorter two-word title, *Textile World*.

Col. N. P. Pond Dead

Colonel Nathan P. Pond, secretary treasurer of the Rochester Printing Company, publisher of the Rochester, N. Y., *Democrat and Chronicle*, died at Rochester on January 16. Colonel Pond was eighty-nine years old.

C. Matlack Price Will Edit "Arts & Decoration"

C. Matlack Price, art director of the Erickson Co., Inc., New York, has been made editor of *Arts & Decorations*, published by Joseph A. Judd Co., New York.

The Kings County Lighting Company, of New York, is placing its advertising through Stanley E. Gunnison, Inc., New York.



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Selling Profits to Overcome Dealer Resistance

Helpful Service, Based on Solid Fundamental Principles, Rather Than Clever Tricks and Stunts Likely to Get Orders To-day

By Edward T. Tandy

HERE and there, perhaps, selling tricks may work to-day—as they generally have in getting orders and losing customers. But this is no time for selling stunts, no matter how brilliant or free from possible come-back. Better methods have to be found.

Mr. Average Dealer is in anything but a coming-on mood. He is a man who feels "up against it." The salesman who sells him is more likely to be the man who relies on the good old solid fundamentals of selling than he who depends upon some clever short cut.

What a salesman will find it worth while to do to-day is to put himself in the dealer's place for a moment or two and get the dealer's point of view. The sales manager of one of the biggest high-class furniture and rug houses said to me the other day, "In nearly every line the dealer has got to sell before he can buy."

But that is only part of the dealer's story. It is a case of either "Can't" or "Won't" with the dealer. Whichever his case may be, he has got to be delicately handled. True skill and genuine sympathy will win him—mere cleverness and bunkum will only set his jaw the harder.

It may be that the dealer feels he cannot buy yet because the bulk of his capital and credit is gathering dust on his shelves. Maybe he is loaded up with goods you sold him at high prices as recently as six or nine months ago which have long ceased to move because he hates to take his loss. Nobody is really fond of taking losses, anyway.

Probably he will not buy because he is waiting, just as his customers are waiting—for lower prices. Probably he is waiting to see if wholesale prices cannot yet be pushed further down—by wait-

ing. He has suffered through the "Consumer Strike." He may be thinking of a "Dealer Strike."

The salesman who puts himself in the dealer's place will not be long in realizing that even now, just as always, there is one thing that the dealer is ready and in fact just longing to buy. That is profits. The salesman who can show profits, immediate profits, will have greatly lessened his selling difficulties.

Let the salesman conscientiously consider that what he is dealing in is profits—profits for the dealer. Let him sell immediate profits by showing how they can be made. He will make the dealer a friend as well as a customer.

It does not necessarily have to be that these immediate profits can be made on the goods he is selling, though even there perhaps greater profits can be arranged for by more frequent turnover. Immediate profits can be found in several other ways—even if only in the way of preventing losses. The salesman who can give away real selling ideas to help the dealer sell is the salesman who is most likely to find that he has the right idea for selling the dealer.

A SALESMAN'S ARGUMENT IN FAVOR OF QUICK SELLERS

Suppose the dealer to be a case of "Can't"; that is, he is overstocked in several lines and feels he cannot buy while so much of his capital is tied up. It is easy for an experienced salesman to recognize that that situation is the basis of his refusal to buy. It is just as easy for such a salesman to form the sort of argument that will carry conviction and bring about a renewal of buying.

For every dealer who has let his stock accumulate rather than take his loss is already more than half

convicted of his mistake. He knows that customers soon leave off dropping in where only old stuff is shown. He knows that he must have the new things or be at the mercy of his competitors.

While waiting for the day when he will feel sure that wholesale prices have touched rock bottom, many a dealer is letting his stocks run down. The majority of such dealers have but the shadowiest notion of the disastrous effect that action, or rather lack of action, on their part has upon their business, threatening it with sure extinction.

An astute salesman, who will be on the lookout for this condition, recognizes it almost the moment he enters the store. Partly empty shelves cannot be disguised so as to deceive the eyes of a good salesman. The store may seem full of goods, but the substitutions for the regular stock will stand out like wooden legs.

Such a salesman will see at once his opportunity for rendering real service. He will give that storekeeper such an eye-opener as will probably start him buying on the spot.

It would be a simple matter to get the retailer to admit the pretty obvious fact that he was not buying. It is equally easy for the salesman to take paper and pencil and show the effect by means of a chart or two—telling as tornadoes, yet readily drawn. Here are such charts.

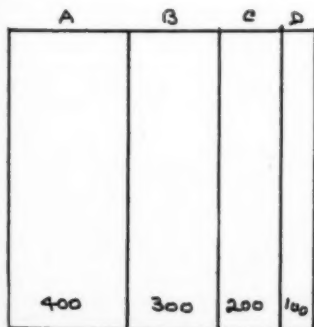


FIGURE 1

Any storekeeper will agree that if his stock, when full, is represented graphically by a square standing for 1,000, then part of the square (See Fig. 1—A) will stand for his rapid sellers, the items that turn over seven to twelve times a year. In the same way, 300 (B) will represent his good sellers that make three to six turnovers a year. The items that turn over twice a year will be represented by 200 (C), and 100 (D) will stand for his slowest sellers that turn over once or less in a year.

Now consider what happens if, instead of being kept up by frequent purchases of new items in the A and B classes of sellers, the stock is allowed to become depleted to, say, a half. The half stock that is left does not by any means contain an even half of the original stock. It is more like this:

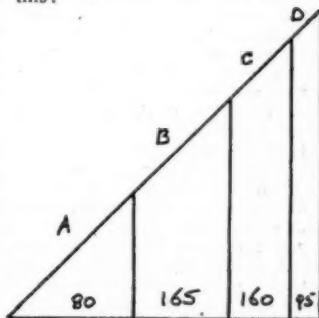


FIGURE 2

Here it is seen that instead of half his rapid sellers, or 200, he has only 80 of his original 400 (See Fig. 2—A), and while there may be 165 (B) instead of 150 of the original 300 good sellers, he has still on his hands as many as 160 (C) instead of 100 of his 200 slow sellers, and practically the whole, 95 (D) instead of 50, of his 100 worst selling items, the things on which he never expects at any time to make a profit.

Depletion by sales reduces stock in about that ratio, the ratio of the diagonal. Very quickly it brings it to the point where the

storekeeper has a business in which 51 per cent of it is never depended on for making money. In place of a business in which 70 per cent could be relied on to turn over quickly and be highly profitable, he has one in which only 16 per cent pays, and that is rapidly disappearing.

Having by some such graphic argument convinced the dealer of his necessity to buy in order to remain in business, a clever salesman, backed by efficient management at home, can easily get over the dealer's disinclination to buy. If the resistance is due to his inability to invest as much capital as formerly in any one branch of his stock, the salesman sells him on the greater profits that lie in more frequent turnover and the much smaller amount of capital required.

This is a form of argument that answers well with both jobbers and retailers and equally well in either a case of "Can't" or "Won't." In many instances it will be found to come as a revelation to the dealer, and is seized upon at once as a way that makes it possible to do business.

How this plan works out to the benefit of the dealer can be made as plain as a pikestaff with a few figures scribbled down as the salesman talks. Take this example:

A great house, handling a small package line exclusively through jobbers, used to make its minimum order a full carload, costing \$4,000. That was about a four-months' supply for the average jobber. This house is now urging its jobbers not to order more than a quarter carload, one month's supply. It will furnish even as small a lot as a two-weeks' supply, one-eighth of a carload, something never dreamed of by this concern formerly.

Here is what the new plan means for the jobber. The jobber's average net profit is 5 per cent on a turnover. Under the old sales plan the jobber netted on this product \$200 profit in four months. Under the new system he nets \$50 a month, making \$200 in four months. Is the one ar-

rangement the same as the other? Not by any sort of means!

By taking a one-month supply the jobber makes his \$200 in four months as before, but he does it on a capital of only \$1,000 instead of the \$4,000 needed to take care of the four months' supply method. Consequently he now has \$3,000 of his \$4,000 free to use in expanding his business. If he takes the two-weeks' supply he has \$3,500 to use on other lines.

Assume that he makes 5 per cent on his \$3,000 in new business, on a monthly turnover. That brings him in \$150 a month, or \$600 in four months—\$600 to add to his \$200. What is the result? Instead of making, as previously only \$600 a year on his \$4,000 capital, he will now make a profit of \$2,400 a year—\$1,800 extra—without investing a single cent more than his original \$4,000! Look at this again:

OLD PLAN		
Capital	Term	Profit
\$4,000.....	4 months.....	\$200
Total profit in 4 months.....		\$200

NEW PLAN		
Capital	Term	Profit
\$1,000.....	1 month.....	\$ 50
\$3,000.....	1 month.....	1.50

Year's profit, new plan.....	\$2,400
Year's profit, old plan.....	600

Extra profit in year.....\$1,800

The case here cited is an actual one. It has, of course, required a great deal of careful planning to work out the details of the system so that delivery to any point shall always be by carload. But the jobbers assisted by co-operating in fixing their orders.

But the up-to-date salesman and sales manager are not content with getting orders. They are not trying merely to sell goods—they are selling profits, finding ways of reducing the capital necessary, re-establishing credit. Whether the buyer be jobber or retailer they help him to sell.

Successful salesmen are men of ideas, men with selling imagination. They are out to get goods

(Continued on page 25)

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Population
1,823,779



Separate
Dwellings
390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

Perhaps one of the most important reasons why national advertisers get such good results from advertising in the Philadelphia Bulletin, is because local retailers have been educated to the importance of linking up their advertisement to the announcements of the manufacturers whose wares they sell.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for 488,687 copies
the year 1920, a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Gossip of the ground

Some Seldom Mentioned Reasons for the South's Amazing Wealth

Acre for acre, the Government's own figures show that the average Southern farm earns more than costly land in the great grain states of the West.

No other section has so many give money crops. Note the average crop value per acre for North Carolina, for example: tobacco \$285.00, cane syrup \$203.00, sweet potatoes \$134.00, peanuts \$91.00—average for all crops is \$86.00.

South Carolina averaged \$74.00. The average for the Southern States was \$57.00.

The average for Iowa is only \$39.00—for Illinois \$38.00—Kansas \$26.00.

These are averages for tenants and owners alike. It is not uncommon for good Southern farmers to make several times these amounts. The growers of early truck crops, oranges and grapefruit often make \$1,000.00 profit or more per acre.

Notwithstanding the fact that the South produces practically all the country's cotton, tobacco, peanuts and sweet potatoes and three-fourths of the rice, she also produces about one-third of the country's cattle in her fifteen states, and 40% of the hogs.

Her beef, pork and butter fat are raised at little cost on home-grown concentrates and year-round pastures.

On one point all authorities have agreed—conditions in the South are fundamentally sound. Capital has been accumulated with which tremendous strides can now be made.



Sell It South
Through Newspapers

**SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.

December Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of December, 1920:

Books - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 19,234 lines. Next highest score, 13,809 lines.		
Churches - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 6,275 lines. Next highest score, 1,156 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 287,128 lines. Next highest score, 212,065 lines.		
Department Stores - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 552,428 lines. Next highest score, 425,338 lines.		
Educational - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 4,635 lines. Next highest score, 3,981 lines.		
Out of the Loop Stores - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 61,320 lines. The highest score, 11,716 lines.		
Foodstuffs - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 47,661 lines. Next highest score, 43,303 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 42,353 lines. Next highest score, 24,147 lines.		
Household Utilities - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 20,195 lines. Next highest score, 14,487 lines.		
Musical Instruments - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 70,717 lines. Next highest score, 56,621 lines.		
Shoes - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 35,050 lines. Next highest score, 31,068 lines.		
Total Display Advertising -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 1,423,844 lines. Next highest score, 949,216 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Jan. 20, 1921

PRINTERS' INK

25

sold—not merely their own goods. They are ready with sound, practical tips—ready to go into the store and sell.

"It's no use thinking of ordering women's spring coats and suits yet," says a dealer to one of these selling salesmen. "I know I couldn't sell them. Your quotation means \$30 retail. My customers seem to have fixed on \$24 as plenty for a suit—\$25 at the most. I must wait and see."

"No, no!" says the selling salesman. "You must get in early. Be the first to show the new garments. How many suits would be a big day for you? Twenty! Good; we'll make it thirty a day, and the turnover will be so quick you will make more on these suits at \$24 than you expected to do at \$30!"

The salesman gets some paper, and in a little while he has roughed out some excellent advertisements in which the dealer quietly, sincerely and with dignity, tells his customers of the style and quality of these suits, tells of the difficulty of maintaining their smart appearance if they lie in stock and offers at \$24 each, instead of \$30, the first thirty sold.

OTHER HELPS SUGGESTED BY ENTER-PRISING SALESMEN

He also drafts an invitation letter for the dealer to send to customers and carefully numbers the sequence of his advertisements in the order in which they should run day after day. Most dealers have little time for thinking these things out themselves.

Then the salesman suggests other helpful ideas. One of these, for instance, might be finding out the day of the week in the dealer's city on which the maids have their afternoon off and the mistresses stay at home, and making that day "Maids' Day" every week, getting special leaders for it, different each week, and also featuring kitchen utensils and other things that mistresses usually have their maids purchase for them.

Dealers welcome such friendly suggestions. Some of them may be old, such as a "Dollar Day"

every month or two weeks, and "Pay Day Specials" every pay day. Even old ones bring out ideas for new ones during the talk.

Maybe the salesman will suggest a walk through the store. In the course of it the salesman notices some electric washers, say, and the dealer says he stocked some but finds women chary of spending so much money on a new thing they know nothing about.

"Select two or three of the best known and most talkative women who you think ought to buy electric washers," suggests the salesman, "and ask them to let you send a machine to their homes for two or three weeks or a month, just to enable them to know what these new things are like. Make it clear to them that they do not have to buy; but most of them will buy after having tried the machine at home."

"Do the same thing with some of your fine rugs. Putting a good rug in a home for a month does the rug no harm. Use your local knowledge in selecting your prospects, and you won't get many of your rugs back. In the cases where they talk of returning the rug, don't hurry to go after it; say it won't wear out and drop a hint about easy payments."

"Wait a moment! There's a woman over there I think I'd like to speak to. She's buying a broom. She's got carpets in her home? Fine; you wait and watch!"

Some minutes later the selling salesman returns, smiling all over his face.

"I'll admit, if you like," he says, "that that was just a piece of luck. I wanted to give your man a demonstration of making the extra sale. Of course, I didn't know it would come off, but that is what comes of trying. I succeeded in selling that woman a carpet sweeper as well as a broom. Just happened to find she'd been thinking of buying a new one, but thought she would make shift for a while longer. I showed her how she was increasing her work by the dust a broom would make, and very little talk did it."

And he starts that dealer off on the line of training his clerks to increase his profits along the route of "Always make an extra sale," which can frequently, if not always, be done—with a little thought and work.

It is work that sells. Work for the man on the road often means making half a dozen calls on a dealer before his John Hancock is on an order blank. But the salesman who goes about his work ingeniously from his first entrance on the scene will often do more in a single call than the order-taker could do in a dozen visits.

A greater number of houses are now helping their jobbers and salesmen than ever before. One large dry goods house has opened twelve branch offices at strategic points throughout the country merely to speed up their service to their jobbers by keeping in closer touch. Another firm obtained from their jobbers the names and addresses of all the jobbers' salesmen and sent helpful selling stuff direct to those salesmen.

Other large concerns, recognizing that their lines may go slow for some time yet, are helping their salesmen by putting on extra lines. For instance, a nationally known maker of iron bedsteads has added mattresses and wooden day beds. A famous maker of gloves has added hosiery.

The president of a nationally distributed line of men's ready-to-wear clothing has declared that if necessary he will sell without profit for the entire year. He wants, he says, to do his bit toward keeping the wheels moving and maintaining the purchasing power of the nation.

Some houses are frankly telling customers that they would rather be without accounts that do not pay, and they say, "Do not buy from us unless you are certain in your mind that you need the goods and can sell them." Others are telling their jobbers to "sell first and buy afterward."

In order to discover just what women are thinking, the head of the

sales force of a high-class ready-to-wear apparel house dressed windows with his garments in fifteen to twenty of the principal cities—and found out what he wanted to know by listening to the talk of the crowds that gathered.

Some manufacturers are seeking orders for fall as well as spring goods. Others are urging the trade to forget the fall for the time being. There is one point on which, however, all are agreed. Orders are now accepted only on the definite understanding of "No cancellations and no returns."

Getting things moving is largely in the hands of the salesmen. Some have started on the road with hardly any other form of instructions than the benediction, "Good luck, boys, do your durndest!" That "durndest" includes selling for the dealer as well as selling to him. Achieving the "durndest" will be most easily done by salesmen who will remember that it is profits the dealer wants to buy. Helping the dealer to sell is as important today as making him buy.

An Essential to the Welch Business

THE WELCH GRAPE JUICE COMPANY
WESTFIELD, N. Y., January 3, 1921.
Editor of PRINTERS' INK:

Indeed we shall come to PRINTERS' INK for needed information in the future, just as we have done in the past.

PRINTERS' INK is a very essential Welch business tool. You may know our interest when we say that our subscription covers between twenty and thirty copies each week.

E. P. HARRISON.

H. A. Johnston with "Fashion-Art"

Fashion-Art, Chicago, has appointed Harry A. Johnston its Eastern representative. Mr. Johnston will have his headquarters at New York. He was recently New England representative of several publications.

Other appointments made by this publication are Joseph J. Lane, New England representative, and Frank H. Burns, New York State representative. Mr. Lane and Mr. Burns are publishers' representatives with headquarters in Boston.

Ivey Leaves Virginia-Carolina Company

Charles E. Ivey has resigned as advertising manager of the Virginia-Carolina Chemical Company, Richmond, Va., to become vice-president and part owner of the Fish Guano Company, also of Richmond.

Mr. Ivey established the advertising department of the Virginia-Carolina Company eighteen years ago, having started with that company the first year of its formation, 1895.

Borden Company Appoints Ralph E. Jones

Ralph E. Jones, advertising manager of The Falcon Steel Company, Niles, Ohio, has joined the Borden Company, Warren, Ohio, in a similar capacity. The Borden Company manufactures Beaver dye stock and cutting tools.

Gundlach Has New Mail-Order Account.

Starr & Starr, of Chicago, general mail-order merchandise, have placed their advertising account with the Gundlach Advertising Agency, of Chicago. Copy is going out to a general list of weeklies and monthlies.

Sammis to Leave "Associated Advertising"

Walter Sammis, who has been editor of *Associated Advertising*, official publication of the Associated Advertising Clubs of the World since April, 1919, has resigned, effective February 15. Before becoming editor of this publication Mr. Sammis had been a member of the editorial staff of *Editor & Publisher*, New York. He has not announced his future plans.

Albany "Argus" Sold to "Knickerbocker Press"

The Albany, N. Y., *Argus*, has been sold to the Press Company, publisher of the *Knickerbocker Press*, Albany's other morning newspaper. The last issue of the *Argus*, as a separate newspaper, appeared on January 14. The *Argus* was established in 1813, and was the oldest daily newspaper in Albany.

J. B. Fraser Joins Cleveland Knitting Co.

J. B. Fraser, formerly sales and advertising manager of the Forbes Chocolate Company, Cleveland, has been appointed sales manager of the Woven-right Knitting Company, of that city.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Shoe Retailers Seek Confidence of Public

"Go home and make better business," was plainly the keynote of the convention of the National Shoe Retailers' Association in Milwaukee last week. Better and more advertising, and courage were, in brief, the solutions for the problems of the retailer as offered by speakers, the resolutions and the platforms of the 1921 officers.

The New York delegation, meeting as a state body, decided to discontinue the holding of style shows at state conventions hereafter as a too expensive, indirect and unsuccessful form of advertising, and stating that style shows and business cannot mix. It interferes, it was averred, with real advertising and salesmanship campaigns in many ways.

The Texas delegation held a similar meeting later in the convention and adopted a similar policy. Other States, it is said, will take the same step.

J. Franklin McElwain, Boston, president of the National Boot and Shoe Manufacturers' Association, declared to over 3,000 retailers that in his opinion confidence has been restored in values on the part of the manufacturer and dealer, and that the job now is to restore confidence of the public in order to have the industry go forward. "I do not believe that there is any question that hides and leathers have been liquidated now," he said.

Philadelphia Agencies on Buying Now

Over the signatures of eleven Philadelphia advertising agencies, there appeared in a Philadelphia newspaper on the evening of January 14, a full page advertisement, in which "every man and woman in the United States" is urged to go into the open markets and buy merchandise so as to prevent "further stagnation in business" and unemployment or any "artificial interference with the steady, gradual and safe return of a lowered cost of living."

The advertisement, addressed to "manufacturers, merchants and the public," is signed by The Aitkin-Kynett Company, Barrows & Richardson, Charles Blum Advertising Corporation, Clark Whitcraft Company, J. H. Cross Company, George W. Edwards & Company, The Eugene McGuckin Company, McLain, Hadden, Simpers Company, Matos Advertising Company, Inc., Herbert M. Morris Advertising Agency and Tracy-Parry Company, Inc., as members of the Philadelphia Council of the American Association of Advertising Agencies.

The statement is declared to be "not an appeal on behalf of industrial interests," but a "frank statement from a responsible body of men who have at heart the best interests of the whole public."

Advertising Sales Slump Out of Existence

A chain clothing store system, The Menter Company, has appropriated \$20,000 to advertise "common sense in buying," and thereby advertise out of existence the slump in sales.

Copy, written in editorial style, has appeared in more than 100 newspapers in 42 cities where this company has stores.

There is no word about clothes, prices, or sensational reductions in the copy. Even the address of the local Menter store is omitted. The firm's name appears only at the bottom of the article along with a statement that it is published by The Menter Company in over 100 newspapers, having a combined circulation of nearly 10,000,000 copies.

"Buy now," one paragraph in the advertisement reads, "we are all cogs in a big machine of production and consumption. When one cog slows up, we all slow up; if one cog stops, we all stop."

Lansing, Mich., to Have New Newspaper

A new daily afternoon newspaper, the *Capital News*, will make its appearance in Lansing, Mich., about April 1. Arthur L. Francis, editor and publisher of the Portland, Mich., *Observer*, will be business manager, and Edward M. Lucas, formerly managing editor of the Grand Rapids *Herald*, holding like positions with several Indiana papers, will direct the editorial policy.

St. Louis Farm Papers Merged; Senator Capper Owner

The *Journal of Agriculture* and the *Missouri Ruralist*, both semi-monthly farm papers published in St. Louis, have been consolidated, according to an announcement made by Marco Morrow, assistant publisher of the Capper Farm Press.

Senator Arthur Capper has secured the stock of the Missouri Agricultural Publishing Company and the plant which produced the *Journal of Agriculture*. The first issue of the merged paper will appear February 1, under the name of the *Missouri Ruralist*. Special representation will be continued both by the Capper organization and the John M. Branham Company. The editorial forces of both papers will be retained.

Bluebird Account with Detroit Agency

The Davis Sewing Machine Company, Dayton, Ohio, has placed the advertising account of the Bluebird Washing Machine with The Power, Alexander & Jenkins Company, Detroit.

Tacoma Has New Agency

L. M. Jackson has opened an advertising agency in Tacoma, Wash. He was formerly connected with the Tacoma *Times* and during the war was a lieutenant in the army.



A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children

By Marianna Wheeler

Home Building and Decorating

By Minnie Francis

Fashions and Dressmaking

By Martha Evans Hale

Knitting and Crocheting

By Margaret Kingsland

Cookery Problems

By Mary M. Neil

Food

By Dr. C. Houston Goudiss

Entertainments

By Esther White

Little Gardens

By Lewis E. Thiess

Wild Life and Bird Protection

By Thornton W. Burgess

Household Discoveries

By L. Ray Balderston

The Peoples' Home Journal
NEW YORK

For 36 Years the Magazine for Every Member of the Family



*Do you watch
developments in
the farm market?*

The farm market is still the most dependable and the most undeveloped outlet for the products of American factories.

Current investigations being made by the Sales Research Service of FARM AND HOME, at the request of advertisers, show conclusively that, regardless of the fact that so many farmers have *joined their city friends* in the nation-wide "buyers' strike," they are, as a whole, not nearly so gloomy as the counting-house-and-ticker interpretation of crop statistics would seem to indicate. (Ask the buyers for the county-seat stores, who are now coming to market.)

The farmer must be—and *is*—a business man, who has the utmost confidence that he is on solid ground; *he knows that his markets can never entirely fail him.*

Though, in getting "back to normalcy," many farmers have overdone the thing a bit—even *as you and I*—there is certainly no more tendency to backslide on the standard of living, than there is in the case of the urban population, if as much.

The very fact that so many grain farmers have been able to hold their 1920 crops is, in itself, the best evidence of their financial stability.

The Sales Research Service of FARM AND HOME will be glad to co-operate with you in getting at the facts regarding *your own* opportunities for farm trade, and how they are affected by present conditions.

"*Inside Stuff*" is a melodious house organette, through which FARM AND HOME aims, from time to time, to give a few facts and opinions regarding the farm-market developments—ask to be put on the mailing list.

FARM AND HOME

The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

30 North Michigan Avenue, Chicago

315 Fourth Avenue, New York

Oneida Building, Minneapolis, Minn.

First in Wisconsin

1920 Advertising Record

Total Advertising

		Lines
The Journal	-	16,242,943
Sentinel	-	8,713,065
Wis. News	-	5,981,526

The Journal printed 1,548,352 lines more than the other two papers combined. The Journal's gain was more than three times that of both papers.

National Advertising

		Lines
The Journal	-	3,040,116
Sentinel	-	1,974,616
Wis. News	-	1,323,938

The Journal's lineage was nearly as great as that of the other two papers combined. The Journal printed 1,065,500 lines more than the Sentinel, and 1,716,178 lines more than the Wis. News.

Local Display Advertising

		Lines
The Journal	-	9,513,367
Sentinel	-	5,273,583
Wis. News	-	3,851,108

The Journal printed 388,676 lines more than the other two papers combined. The Journal's gain was 1,369,046 lines more than that of both papers.

Classified Advertising

		Lines
The Journal	-	3,689,460
Sentinel	-	1,464,866
Wis. News	-	807,480

The Journal printed 1,417,114 lines more than the other two papers combined. The Journal's gain was 774,183 lines more than that of both papers.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Promotion Work That Backs Up the National Advertising

What "The Coffee Club" and Other Devices Have Done to Reinforce the Joint Coffee Trade Publicity Committee's Campaign

THERE are certain circumstances in which it is found desirable to back up a national campaign with promotional devices which will serve to fill in gaps here and there and make the publication advertising one hundred per cent effective. It is a method of reinforcement. It not only serves to merchandise the campaign to the wholesaler, the dealer and the consumer, but in the case of association advertising serves to keep the members and subscribers sold on it.

For example, the coffee industries of the United States and Brazil, as is well known, are spending a million-dollar fund in advertising their product. But the Joint Coffee Trade Publicity Committee, which has the campaign in charge, does not stop there. It is continually developing new methods and devices which act as a kind of mortar to fill in the chinks and to buttress the wall being built up by the general advertising in the magazines and newspapers. It prints booklets for the trade and the public, gets out dealer helps, encourages window display, utilizes moving-picture films, and even publishes a house-magazine.

One of the most successful devices that the Joint Committee has yet adopted in furtherance of its campaign for a greater consumption of coffee in the United States is the sign of "The Coffee Club."

This is a transparency bearing a huge cup and saucer in a rich coffee brown, on which the lettering is light blue. They come ready to be attached to windows and doors.

These signs are intended primarily only for live and progressive dealers who may be relied upon to lend their support to the coffee campaign. They are distributed to retailers by wholesalers and roasters who have subscribed to the national publicity campaign.

They get one coffee-cup sign for each dollar subscribed annually. Hence the roaster who has subscribed \$250 a year gets 250 signs, which he in turn hands out where they will do the most good.

The Coffee Club sign has made such a hit among dealers that it has become difficult to supply them fast enough. It is a curious fact, but one fully in accord with human nature, that as soon as it became known that the sign was hard to get, dealers were no longer happy until they obtained one. The very scarcity seemed to add to their value.

Herein lies a lesson for those concerns which have found difficulty in inducing dealers to make use of the helps furnished them. The sign is a fairly simple device. It is conspicuous and is at the same time tasteful, with a result that dealers quickly saw that it imparted a touch of distinction to their windows and glass doors. It also aroused the curiosity of customers and served to strengthen their confidence in the retailer as a quality dealer.

PRIVILEGES OF THE "CLUB"

Dealers in whose windows the signs appear automatically become members of The Coffee Club and receive all literature issued by the Publicity Committee, including the material emanating from the scientific research conducted at the Massachusetts Institute of Technology. Those who get signs early also reap the benefit of the national advertising. From the six weeks beginning October 18 last this featured the symbol and told consumers to look for the sign in their dealers' windows.

Last October the Joint Committee began the publication of a monthly magazine also, called "The Coffee Club," which contains information of general interest to the trade and facts de-

veloped by research, besides news and pointers relating to the publicity campaign in general. It goes to all roasters and jobbers on the mailing-list of the Joint Committee and to all of their salesmen whose names and addresses have been sent in.

Here again discrimination is exercised. Retailers do not get this publication in bundles which they throw under the counter or use to fire the stove with. It goes only to dealers recommended by jobbers' and roasters' salesmen, each of whom has the privilege of sending in a list of ten names to which he thinks the publication ought to go.

The magazine is further used to carry reproductions of the national and newspaper advertisements, so that the salesmen may intelligently use them in their work among dealers, and so that retailers may arrange for local tie-ups.

The salesmen employed by subscribers are also entitled to The Coffee Club button, made of bronze and designed to fit in the buttonhole on the coat lapel. More than 3,000 men are now wearing this button. And so far the window sign has been distributed to more than 40,000 dealers.

The fame of The Coffee Club has spread even to foreign countries. Recently a wholesale grocer in England subscribed to the advertising fund and now has the right to use the club's sign. Inquiries have also been received from countries as far removed as France and China.

It is worthy of mention that dealers who apply for membership in the club are referred to their wholesalers, the subscribers among whom alone have the privilege of conferring membership upon their customers. So it is to be noted that the Joint Coffee Trade Publicity Committee does not attempt to handle all details at headquarters, but calls upon the entire membership to help make the campaign effective. The burden thus rests upon the industry and not upon the central of-

fice. The committee in that way avoids many of the difficulties which other trade associations have encountered. Sometimes subscribers to co-operative advertising campaigns have sought to leave all the necessary work to headquarters, and in too many cases the headquarters has felt it to be its duty to do all the necessary work. But this is not always the way to get the broadest results from a campaign. The headquarters office is necessarily much occupied with office duties and routine affairs, and it cannot be expected to maintain close touch with all branches of the trade. That can be better done by the men in the field.

BOOKLETS FOR VARIOUS PURPOSES

The Joint Committee is also issuing a series of booklets dealing with various phases of coffee selling and consumption. For example, there is a 22-page booklet entitled "Get a Reputation for Your Coffee." It is intended for distribution to the hotel and restaurant trade, and especially those persons who are establishing the coffee houses and coffee counters which have become popular since the advent of prohibition. It contains complete and detailed information about making coffee in quantities, and also contains abundant directions about the best methods of equipping and conducting a coffee shop. Free sample copies of this booklet were mailed to all the wholesalers on the committee's list, and those who wished to obtain quantities for distribution, either by mail or through salesmen, got them at the rate of \$5 per 100, \$4 per 100 in less than 1,000 lots, and \$3 per 100 for 1,000 or more copies.

Another booklet published by the committee is entitled "Coffee an Aid to Factory Efficiency." This relates the experience of a manufacturing concern which found it good policy to serve free coffee to its workmen at lunch time.

A third booklet is entitled "Coffee and Morale," showing how Mr. Hoover, during his time as

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Food Administrator, recognized coffee as a "psychological necessity."

Two other booklets, one entitled "Iced Coffee" and "Flavor It with Coffee," both by Mrs. Ida B. Bailey Allen, are designed to show the various uses to which coffee can be put, both as a drink and as a flavoring.

These booklets are supplied to wholesalers in quantities at cost, for distribution among dealers, who, in turn, are encouraged to hand them out to customers.

All this time, of course, the Joint Committee has had its eye on the consumer, and he, or rather she, is the party to whom the most recent booklet is addressed, entitled "Coffee and Coffee Making." This is supplied to the retail trade through jobbers, who pay \$13 per 1,000 for them. It is also featured in the national advertising, which offers a copy to any consumer who will write to the Joint Committee for it.

It has long been recognized that consumption would be greatly increased if only the consumer knew how to make better coffee. Turkish and French coffee have been famous for years, but some of the worst coffee ever made is daily turned out here in the United States. This booklet is intended to correct this unfortunate condition. It gives explicit directions about roasting, grinding, measuring, brewing and serving coffee; and the way that housewives have been writing in for it shows that it has filled that want so often described as long-felt.

Still another booklet turned out by the Joint Committee is entitled "Successful Coffee Window Displays," containing hints for the retailer from the \$2,000 window-trimming contest held during National Coffee Week, March 29 to April 3, 1920. It contains photographs of the prize-winning displays and gives full directions to dealers who want sales-making windows.

All these promotional devices have been brought out by the committee so as to fit in with its national advertising campaign,

which has progressed by stages.

The first series of advertisements was introductory, the main purpose being to create an "atmosphere" by showing coffee's historical background. The second series was designed to overcome prejudice and wipe out false notions about coffee. The third series showed the various uses of coffee. A later series, which began in October and November periodicals, took up the task of teaching the consumer how to make good coffee. Also, beginning in October, the list of newspapers used was greatly extended. It now includes 163 daily papers, covering the United States, and situated in 117 cities. The cities most favored are those in which the largest number of subscribers to the appropriation reside. Papers in the larger cities carried 40-inch advertisements and those in the smaller ones 27 inches.

It is interesting to note that since 1830 the consumption of coffee in this country has increased from 2.98 pounds per capita to 12.7 pounds in 1920. The United States now consumes considerably more than a billion pounds of coffee per year.

G. P. Chapman Made Jelke Advertising Manager

George P. Chapman, who for the last seven years has been in advertising work for the Pillsbury Flour Mills Co., Minneapolis, has been appointed advertising manager of the John F. Jelke Company, Chicago, maker of margarine and shortenings.

Made Pittsburgh Representative of "The Gas Record"

The Gas Record, Chicago, in conjunction with *Petroleum Age*, Chicago, has appointed A. E. Lindquist Pittsburgh representative, covering that city and adjacent territory of western Pennsylvania, western New York, Ohio and West Virginia.

Wilmington "Star" Appoints Howland and Howland

The Wilmington, Del., *Star* will be represented by Howland and Howland, publishers' representatives, New York and Chicago, after February 15. Howland and Howland will represent this publication in Chicago and New York.

Buyer's Fright and the Invisible Price

CHELMSFORD SPRING CO.
CHELMSFORD, MASS., January 3, 1921.
Editor of PRINTERS' INK:

Maynot give three resounding cheers for Mr. L. W. C. Tuthill's letter of December 15, published in P-I for December 30?

Oft have I puzzled over this same question of price-quotation, and oft have I been figuratively sapped on the bean by men older in merchandising experience when, at conferences over new accounts or post-mortems over defunct campaigns, during my agency career, I have made so bold as to suggest that the dear public be slipped the bad news fairly and squarely in each advertisement.

There are instances, no doubt, where circumstances make price-mention impolitic. But, to my way of reasoning it out, in a majority of instances the price, or prices, ought to be mentioned together with terms, etc. Time was when only the Pious-Sparrows and the Trackbards of autodrom refrained from informing us of price. Our deductions were that such gorgeous go-buggies were available only to captains of industry, malefactors of great wealth and janitors who have their already-large personal incomes enhanced by bequests from long-forgotten European relatives. But, of late years, even the Under-hands and the Taxwells have acquired the "Price? Sh-h!" habit.

I have talked with many people in different lanes of life about this price matter and, with very few exceptions, their reaction is: "Price isn't mentioned because it is disproportionate to value, or apparently so. They want to get our names and addresses so they can pester us to death to buy in spite of high prices. We'd better lay off."

If the price is right it can be justified. It is one of the chief factors in the sale in better than 75 per cent of instances. It may be a selling point, or it may not, but the average prospective purchaser wants to know what it is before he even mentally adjusts himself to the purchase.

C. L. ARMSTRONG,
Advertising and Sales Manager.

Arkansas Bankers Have Advertising Contest

Miss Minnie A. Buzbee, advertising manager of the American Bank of Commerce and Trust Co., Little Rock, Ark., was awarded first prize for the best series of six display advertisements covering the relation of a bank to the public, by the Arkansas Bankers' Association.

Window-Display Course at Boston University

Boston University has added a window display advertising course to its curriculum. David A. Morey, display manager of the S. S. Pierce Co., Boston, will have charge of this course.

Suggests Printers' Ink Library

CORNING, INCORPORATED

ST. PAUL, January 6, 1921.

Editor of PRINTERS' INK:

My first recollection of *PRINTERS' INK* dates back to about the year 1888, when I started to learn the printing trade in a country newspaper office in Indiana. I have been an intermittent reader of *PRINTERS' INK* ever since. In looking over your issue of December 30, an idea occurs to me that commercial America is losing a great service just because nobody seems to have taken the initiative.

Under the heading, "The Banker's Position in the Advertising Fraternity," you give a list of quite a number of articles that have appeared from time to time in *PRINTERS' INK* that surely must interest everybody interested in banks and bank advertising. We would be very glad, indeed, if these articles were compiled and published in book form so that we could buy them for our library. This same idea of compilation of classified subjects could be carried through to make a most valuable library. The physical makeup of the book would not necessarily need to be changed from the way you have used them in *PRINTERS' INK*, and we do think they would render a service really worth while. We hope you will see your way clear to undertake the publishing of these various classified articles into regular library form, in which event we will be very glad, indeed, to spend just as much of our hard-earned money as we can possibly let loose of.

JOHN W. HATFIELD.

Swift Sales Far in Excess of Billion Dollars

Although the sales of Swift & Co. in 1920 were below those of the preceding year, they were considerably in excess of \$1,100,000,000, according to the report of Louis F. Swift, the president, to the stockholders at their annual meeting in Chicago. The reason, he points out, was the decline in values, as well as the smaller volume of live stock produced. Profits, he added, amounted to less than half a cent on each dollar of sales.

F. E. Young on Staff of Toledo "Blade"

Forest E. Young, formerly assistant advertising manager of the Ransom & Randolph Company, wholesale dental supply dealers, of Toledo, Ohio, is now on the advertising staff of the Toledo *Blade*.

R. N. Hutchinson & Co. Opens Los Angeles Office

R. N. Hutchinson & Co., of Philadelphia, manufacturer of store display advertising, have opened a branch office in Los Angeles, Cal., with Andrew F. West as local manager.

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Send for this Booklet

Intensely interesting to sellers of industrial machinery, appliances and materials. Shows the immense buying power among the



Men and Markets in the Chemically Controlled Industries

directly reached by CHEMICAL & METALLURGICAL ENGINEERING. This booklet tells you the names and titles of hundreds of men—a small

fraction of the 14,250 executives who weekly consult the pages of CHEMICAL & METALLURGICAL ENGINEERING to buy for the 154 industries with which they are connected.

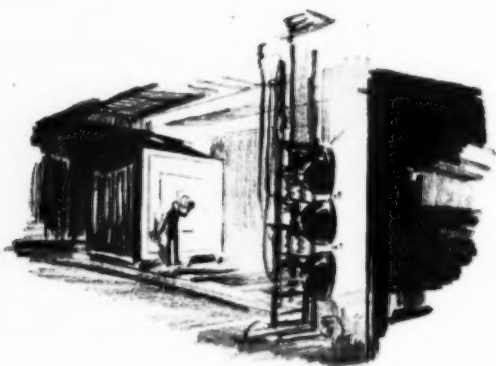
INDEX	Page
Acid and Alkalies.....	3
Electric Furnace Products.....	4
Electrolytic Products.....	5
Dyes and Explosives.....	6
Fertilizers.....	7
Coke By-Products.....	8
Petroleum Products.....	9
Ceramics, Glass, Cement.....	10
Pulp, Paper and Textiles.....	11
Paint and Rubber.....	12
Soap, Glue and Cotton Oil.....	13
Sugar, Salt and Sulphur.....	14
Iron and Steel.....	15
Miscellaneous.....	16

The many illustrations in this booklet will give you an interesting, though small, conception of the vast variety of equipment bought in large quantities by these men. In the panel at the left the index table is reproduced from this booklet. A glance at this table shows the tremendous scope of the buying field reached by "CHEM. & MET." Write for the booklet—get posted on this big market—Now!

CHEMICAL & METALLURGICAL ENGINEERING

Tenth Avenue at 36th Street, New York

One of the Eleven McGRAW - HILL Engineering Publications



Why we built the largest camera in the world

A LENS that takes a picture five feet high! A camera nearly twenty feet in length!

To build and install this immense instrument cost over ten thousand dollars. We did it for just one purpose: to make the equipment of our Advertising Department pre-eminent in its field.

Such a camera realizes new possibilities in color reproduction. It means preserving, as never before, all the delicacy and beauty of the artist's original idea. It means window displays that draw crowds to the window—car cards and dealer helps that catch the eye at once—labels that make *your* package the first to be seen on the dealer's shelf!

Hundreds of the country's largest manufacturers are learning the value of these sales aids, when planned, designed and reproduced by the Robert Gair Company.

Helping the advertisers in every industry

Our half century of experience in designing successful packages and merchandising aids is

backed by the latest and most extensive equipment, of which our super-camera is only typical. We have complete facilities for color-process printing, lithography, and offset work.

We have, in addition, a completely organized Creative Department with a corps of well-known artists. Gair original designs have been large factors in the successful merchandising of many nationally-known products.

In the December issue of *Printers' Ink Monthly*, on page 55, appears an article affording a convincing unbiased illustration of the power of Gair designs.*

It tells how a nationally famous manufacturer, about to launch a new food product, was at a loss to choose between 22 different package designs submitted to him. Realizing the vital importance of package design in the success of a new product, he took his problem direct to the public—and the public decided overwhelmingly in favor of one particular carton. That carton had been planned and submitted by the Robert Gair Company.

The Gair Unit Service

Labels, car cards, counter displays, window displays—the Robert Gair Company produces them all. And this is but one phase of the complete service we offer every manufacturer of packaged goods—including everything from folding box to shipping case.

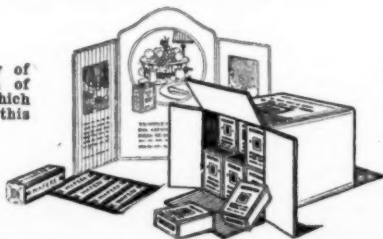
Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a special expedited service on every phase of package merchandising—Folding boxes, Labels, Shipping cases, Window displays and dealer helps—giving unity to your product from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising

*Write us for copy of "Scientific Selection of Package Design," which includes reprint of this article.



USE NEWSPAPERS ON A THREE-YEAR BASIS

*You could hire a man
to holler about your stuff
from every street corner,
but would it pay?*

IN THIS getting-back-to-normal time, a successful distributor must pick advertising media carefully. There's a lesson for manufacturers right here in Indianapolis in the toilet soap situation.

Out of 265 different kinds of toilet soap for sale in Indianapolis stores, only three, Woodbury's, Cuticura and Resinol, have a wide distribution. These three are in nearly 100% of the drug and department stores.

Another significant fact is that all three are consistent users of space in The News.

If you would get out of the class of the 262, you must make your advertising dollars produce full value by using dominant space in such *newspapers* as The News.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau St.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

The Recapitulation of the Campaign

Bring an Entire Series Back to Life, as a Summary, for the Reader Who May Not Have Followed It in Its Entirety

By W. Livingston Larned

THE statement is often made, in relation to advertising "What a pity that a worthy advertisement is destined to live but a brief thirty days or so! And the weeklies—another one is out before you quite finish reading the current issue. All of that splendid material goes into the discard! If there could only be some way of perpetuating a campaign."

It is an error to suggest that the lifetime of any advertisement is its thirty-day span. Conclusive proof continues to pour in that a single advertisement can bring results, a year, or years, after its publication. The impress on the mind is its real mission. It may almost be said that every unit of an advertising campaign fulfils its work when it has received one reading.

It is the accumulative power of advertising that fully justifies this bridge of written and pictured ideas, across which the consumer goes, on his way to becoming a business asset.

Nevertheless, it is easy to understand why this question of the period of usefulness of an advertisement should come up for discussion. So much care, so much thought, so much that deserves to live longer than a month is now characteristic of innumerable campaigns. A thousand-dollar canvas, painted in color, flashes across the horizon and is gone. People do not tire of advertising in the same proportion that characterizes those who build and handle it. More than one advertiser has, after a period of inaction, dragged an old electro down from the shelf and used it again. The Rip Van Winkle has played its part with no appreciable let-down in results.

At least one method has been devised by which there can be wise recapitulation of advertising campaigns. In a sense, it is not un-

like the summing up of a lawyer or the judge's instructions to the jury.

The Burroughs Adding Machine Company tried a novel plan not long ago. In a double-page spread, a previous advertisement was reproduced in miniature. The engraving was so well handled that the illustrations were perfectly clear and the type legible, despite its tiny size. The two pages, as shown, were no larger than the face of a postal card.

"Here," said a note, "is a reproduction of an advertisement published in this periodical a month ago, to which the following is a logical sequel." The new spread made frequent reference to the old advertisement.

Many advertisers are apt to feel that it is impossible adequately to reproduce pages that have gone before in very much smaller size and retain legibility. Yet in the above case the two facing pages were readable pulled down to a few inches in total height. Every characteristic was retained.

Such plates must be on copper and etched with more than ordinary care, that's all there is to it.

SUMMARIZING THE LUDEN CAMPAIGN

The advertising of Luden's cough drops has been carried on systematically for many years. The nature of the appeal makes it advisable to show, in separate designs, the numerous classes of users. A car owner, whose throat is roughened by the dust, the singer or the lecturer, the business man who must be out in all sorts of weather, are a few of innumerable Luden characters.

In its past schedule, one character has been shown in a single advertisement, changes taking place every month. Midway of the campaign, the summing up was engaged in most ingeniously. Four

of the best of the previous displays were grouped and made into one compact advertisement.

A full page was not required. It was done in two-column, four-inch space. Every small figure was perfect as to detail. Every caption and every line of text was readable without undue eye-strain. And four birds were killed with one stone. Four classes of readers were appealed to, and if, by any chance, any of these designs had been missed in the first place, the reiteration corrected the condition.

There was the additional virtue of novelty. Four times was the name Luden, white against black

bia Trust Company and The Equitable Life were on the list. It was an impressive showing.

"Alive to-day, gone to-morrow," some thoughtless people say.

But there appeared not long ago a quarter-page in a New York newspaper that sold outright, through special operations, two-thirds of the total space in a gigantic business building that had not even been finished. One insertion accomplished this. Who cares if the supposed life of an advertisement is less than twenty-four hours, when such results are possible?

The concluding piece in this remarkable campaign for Pioneer

was a page into which had been skillfully placed a reproduction of four complete pages, used weeks prior to the sundown gun of the appropriation.

And here again nothing was lost by reproduction and reduction.

Four records were placed on the phonograph and played over again for the public. The illustrations, complex as they were, varying in themes from a vista of the Stock Exchange, to New York Harbor, as seen over the

shoulder of the Statue of Liberty, came out as sharp, as clear, as perfect as little etchings. The text of each individual advertisement did not suffer.

The advertiser was virtually paying for a page of space and printing five complete advertisements. Those who, for one reason or another, had failed to see these previous displays, or had missed some of them, could now look over the entire series.

Where space permits, it would appear wise, indeed, to bring a campaign, or the high spots in it, at least, back to life. Some advertisers do so by reprinting the salient features in booklet form,



PRECEDING ADVERTISEMENTS PASS IN REVIEW

background, brought to your attention. Four captions told four stories. The layout was attractive—an innovation.

An extensive full-page newspaper campaign was conducted in New York by The Pioneer Fireproof Storage Warehouses. Each advertisement was devoted to one important firm using the concern's service. A page would go on to tell how The Liberty National Bank "keeps its surplus and duplicate business records at Pioneer." Another made the interesting statement that eighty-five firms trading on the New York Stock Exchange patronized Pioneer. Such institutions as The Colum-

intended for dealer distribution.

With art schedules that call for the expenditure of sums ranging, in a year, from ten thousand to fifty thousand dollars, it is clearly an economic necessity to look about for ways and means to add life to such illustrations.

It is on record that a single painting in colors, by a noted artist, originally appearing in periodical advertising, was put to a half dozen or more perfectly legitimate uses. It became the cover of an employees' magazine; it made an excellent car-card design; it was used on a poster and for outdoor painted signs; it appeared on window cards; it was employed as the outside decoration for consumer leaflets; and finally, in black and white, added tone to a business-paper series that had never been very much pictorially.

It has become quite the thing of late to make enlargements of the current periodical advertisements and send them to the retailer for hanging in his windows, where a profitable monthly tie-up is obtained. In at least one case, an advertiser has reproduced his current advertisement on painted signs, greatly enlarged.

Another idea is appearing that strengthens dealer service in printed material. By this innovation, dealer window cards, posters, display racks, etc., are reproduced in magazine campaigns, as the main illustration.

The Fitz Chemical Company, in advertising Dri-Foot, has devised a card for windows and counters. It is a cut-out and provides for the insertion of a package of the goods. Simultaneously with the sending out of these cards, a two-column advertisement appeared, reproducing the card, full width of space. "Look for this Dri-Foot card" said the caption line. Dealers had it pointed out to them that such an advertisement was appearing.

The most pretentious case of capitulation seems to be the page in colors, featuring all of the lines of the American Chiclet Company.

Through the year, this advertiser had used pages in orange

and black, for Adams Yucatan, Black Jack, California Fruit Gum, Chiclets, Adams Pepsin and other trade-marked brands.

Largely pictorial, and the equivalent of miniature posters in themselves, they stood reduction nicely. Ten handsome showings of ten pages that had passed into the Great Beyond of all advertising, were distilled into a single page. Even the colors were reproduced quite faithfully.

Thus a season's advertising is echoed, its message brought back, its appeal given one last big opportunity to catch the lazy stragglers.

The Philadelphia Storage Battery, beginning with the new year, has just reversed the order of things.

As a postscript to a full page, it reproduced in small size the complete advertisement for a future issue with this remark:

"Watch for our advertisement in this same publication, explaining the Philco Retainer."

The date is given.

But of greater importance is reviving that which has passed and allowing it again to make its bow to the public.

National Electric Light Campaign in Magazines

The National Electric Light Association, New York, has approved a magazine campaign to further the public support and development of central stations and power companies. Thomas F. Logan, Inc., working with the publicity department of the association is handling the business. The National Electric Light Association embraces most of the lighting and power companies of the country.

New Publication on New York City

The *Metropolis* is the name of a new semi-monthly magazine which will cover the affairs of New York City. Edward Tannenbaum is business manager and Alexander Otis is editor.

British Company Appoints Porter Agency

The United States branch of the Preemo Concentre & Essential Oil Company of London, England, has appointed the Harry Porter Company its advertising agent.

Organizing to Beat the Pessimists

To help spread the doctrine of "The Gloom Chasers," The Long-Bell Lumber Co., of Kansas City, Mo., has organized a campaign among its 8,000 employees, whose spirit is optimism and a belief in future prosperity. On a recent day, employees at the home office found on their desks a card bearing the words: "Are You a Gloom Chaser?—N. O. G. C." The latter letters stand for "Noble Order of Gloom Chasers," which has membership blanks and an organ called "The Gloom Chaser," which will be circulated among all departments, mills and retail yards. Its central idea is that more good can be done by noting hopeful signs than indications of despair. A membership of 100 per cent is sought, and a spirit of rivalry between departments and yards is being encouraged.

A letter from the Long-Bell Co. to PRINTERS' INK says: "We are hoping there is enough promise and appeal in the idea to cause other business organizations, manufacturers, Chambers of Commerce and civic organizations to take up and promote the movement in any way desirable."

Seeking Revenue to Advertise Milwaukee

As the result of seeking means for increased revenue to create and maintain an advertising division which is to plan and place advertisements for the city of Milwaukee, the Milwaukee Association of Commerce will probably adopt a new plan for its voting at general meetings, which will be of interest to similar organizations throughout the United States. A survey revealed that hundreds of smaller firms would not join the association for "fear of being lost among all the big members." The chief source of additional revenue for an advertising division and other new activities was found to be in increasing the membership, rather than increasing dues. Consequently, the association will next month vote on an amendment, which if adopted, will restrict every corporation, partnership or firm to one vote. Where more than one person in a concern pays dues to the organization, all except one will become sustaining members.

Flowers Around the Milestone

NORTH AMERICAN FRUIT EXCHANGE
NEW YORK, Jan. 8, 1921.

Editor of PRINTERS' INK:
Congratulations on your achievement as set forth in "The First Milestone." You and your staff are certainly entitled not only to the profit which you have reaped, but to the highest fame in the profession for your accomplishment in *Printers' Ink Monthly*.

It is a most admirable publication and fitly supplements the work of the weekly.

GEORGE A. CULLEN,
Vice-President.

For the Good of Publishers and Advertisers

POWER PLANT ENGINEERING

CHICAGO, Jan. 8, 1921.

Editor of PRINTERS' INK:

In our opinion the article published in your recent issue on "Why Trade Associations Should Stay Out of the Publishing Business" is the absolute truth from start to finish, and the wider distribution it has the better it will be for the publishing and advertising business.

We would like to have about two dozen copies of the reprints you have made, to send to certain advertisers who almost exclusively advertise in association-owned journals on the basis of reciprocity. If you will be good enough to send us two dozen copies and advise us the cost for same, we will promptly remit.

E. R. SHAW,
President.

Los Angeles Agency Adds Men

Bert Lewis, who for three years has been in charge of layouts and typography for the L. S. Gillham Company, Salt Lake City, has gone to the Los Angeles office of this agency, where he will have the direction of similar work on a wider range of accounts.

The Gillham agency at Los Angeles has added Philip Meany to its copy staff and E. W. Hewston to its production staff. The former has been associated with the advertising department of the Bell Telephone Company, of New York, and with the *Utica, N. Y., Press*, while the latter has been a member of the copy staff of the H. E. Lesan Advertising Agency, Inc.

New Oil Journal in Chicago

The Ray Publishing Company, Chicago, has started publication of a monthly magazine to be called *Scientific Lubrication*. The journal will be of a technical nature with notes on the activities of the professionals within the oil industries and will also cover the proceedings of the American Society of Lubrication Engineers. C. B. O'Hare, who has been associated with the Sinclair Oil Company for several years, is president of the company. Will H. Howell, who has had much experience in trade papers and advertising, is vice-president. Fred E. Rayman will be secretary and treasurer.

Old West Virginia Daily Suspends

The Martinsburg, W. Va., *Evening World* went into the hands of a receiver on January 4 and discontinued publication without getting out a "final" to announce the situation. The circulation has been taken over by the Martinsburg *Evening Journal*.

Francis R. Lowell, general manager of the *World*, becomes manager of the *Journal*, and Charles W. Morrison, advertising manager, has joined the *Journal's* advertising department.

Terre Haute Fertile Field For National Advertisers

Money, in itself, does not necessarily make a market; but, money distributed, as the earning power of a community, creates a market which is valued according to its amount and its distribution.

In Terre Haute the number of families with an earned income of over \$1,800 yearly is 28%; the average for the United States is 13%. In Terre Haute the number of families with an earned income of over \$3,000 yearly is 7.23%; the average for the United States is 1.94%. In Terre Haute 72.25% of its families earn under \$1,800 yearly; the average for the United States is 87%.

Terre Haute, with its population of 65,194, and its trading population of 200,000, has a larger retail district than any other city of its size in the United States; it is a market that commands a yearly buying of \$109,250,000.

Terre Haute and its trading district, because of its great natural advantages, its mineral and agricultural wealth, and its highly paid industrial workers, is a fertile field for national advertisers. It is best reached through the dominating newspaper of this section, THE TERRE HAUTE STAR.

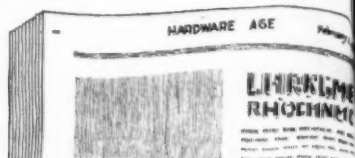
The Terre Haute Star, The Muncie Star and The Indianapolis Star offer to discriminating advertisers the most effective and least expensive method of covering Indiana; they comprise

The Star League of Indiana

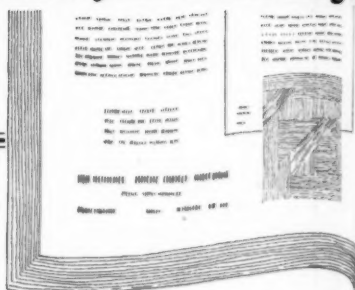
*The Greatest Combination of Quality
Circulation in Indiana.*

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS



"This Is the Time When Recharge of Every Legitimate Means of Business May Be Encouraged"



THE time has come for hardware manufacturers to recharge, regenerate, reinspire their selling forces to more active and persuasive selling.

Under present trade conditions, it is specially important that manufacturers keep *positive* the attitude of dealers toward their products, so that these products will not be mere "stock" on dealers' shelves, but will be *sold* with knowledge and conviction. "The dealer holds the key to the distribution for every manufacturer"—the dealer is the manufacturer's final salesman—and manufacturers who seek the real co-operation of their dealer-salesmen are creating for their products a dealer-interest and a selling impetus that are the strongest sales insurance.

One *certain* way to reach effectively the retail and the wholesale hardware dealers of the country is through the business paper that they *buy* and *read* each week for business help and information.

Hardware

239 West 39th Street

Charter Member of Audit Bureau of Circulations

Hardware Age

New York February 3, 1921

No. 54

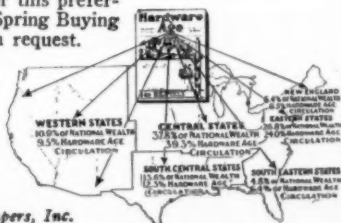
When Retailers Must Take Advantage
Means of Inducing Business. . . .
Encouraged When It Cannot Be Forced."

—Federal Advertising Agency, Inc.

HARDWARE AGE is bought and read by hardware merchants the country over because it is their one guide to current hardware prices, and since its readers are year-after-year subscribers, selling messages in HARDWARE AGE are insured a consideration that only years of reader-confidence can give.

The Annual Spring Buying Number published February 3, just after inventories are complete, when merchants are making their spring buying plans, is one sample of the timely sales-inspiring service HARDWARE AGE renders the whole trade. To the hardware manufacturer a campaign in HARDWARE AGE offers a genuine investment—the opportunity to talk to just the merchants that he wants to reach—when their minds are most open to suggestion—in the medium that they *prefer* in every section of the country.

Proof of this fact and reasons for this preference, together with a copy of the Spring Buying Number, will be gladly sent upon request.



Hardware Age
New York City

Charter Member of Associated Business Papers, Inc.

—take any city

in the United States:

What other medium in point of
advertising merit can produce
sales equal to those inspired by
its local Newspaper?

How about *your* sales chart?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

When There Is Service as Well as Goods to Sell

Gotham Hosiery Company in Connection with Leather Manufacturers Works Out Plan

By Hugh E. Agnew

PROBABLY the great majority of women who will gaily bedeck themselves with bright-colored shoes—and stockings to match—next spring will never know by what a narrow margin those luxuries of dress were saved for them. That is because most of those who indulge themselves with crimson shoes and hose (to match) read women's magazines instead of **PRINTERS' INK**. But the fact is established that women will have ample opportunity to indulge themselves in bright-colored footwear. That is because companies of two allied industries held a conference and worked out a merchandising plan of unusual interest. And because of that conference one of the two altered its manufacturing policy for 1921.

One of the two interested parties was the Gotham Hosiery Company, manufacturer of "Gold Stripe" hosiery. It maintains two retail stores in New York, which are scarcely more than "holes in the wall," and which sell only hosiery from the Gotham factories, yet the two do a business of a million and a quarter annually. These stores also keep the company in much closer touch with the wearers of stockings than any other method of merchandising.

The sales policy of the Gotham company may be summarized as selling the service of keeping customers satisfactorily stocked. The two chief features of this policy take the tangible expression of dyeing hose any color requested by the customer without extra cost, and repairing such injuries as "runs," broken or "pulled" threads and other holes at cost of material and labor. New feet are knitted on for a dollar or less and other repairs are equally reasonable.

These services have proved profitable trade builders both in the company's stores and in a chain of three conducted along the same lines under different ownership and management. Yet the trade as a whole failed to market these services in a business building way. Dealers who also carry other lines find it embarrassing to refuse a service for part of their goods which they offer for this particular brand. Then sending in stockings for repair or coloring requires special attention, and busy retailers hesitate to assume any extra duties.

SEEKING WAYS TO DEVELOP A SPECIAL SERVICE

Three outlets were available in overcoming that trade difficulty in distributing Gold Stripe hosiery on the original plans. One was to encourage independent stores, such as those mentioned, which carry only the product of the Gotham factories. That is being done with a prospect of greatly increasing the chain which has started so auspiciously in Pittsburgh, Baltimore and New York.

Another way was to demand exclusive agencies. Exclusive dealers would avoid the embarrassment of having to refuse unusual services on part of their goods which were offered with other similar goods. That, however, was open to the objection that most dealers were already stocked with other lines as well as Gold Stripe, and the company did not want to be in the position of insisting that other goods be thrown out in order that its goods might be handled. However, about twenty-five accounts have voluntarily restricted their stocks to the Gotham brand.

The third way was discovered

almost by accident, although recognizing the possibilities was far from accidental. That is the part in which the leather manufacturers participate.

R. E. Tilles, general manager of the Gotham company, noticed that an unusual number of colored shoes were being brought to the stores to be matched with stockings. It suggested to him the strong probability—almost certainty—of a revival of colored-shoe popularity. When shoes take on various rainbow shades the coloring service of Gold Stripe stockings becomes especially valuable in selling that product. The return popularity of colored shoes means big sales opportunities for the Gotham company.

HARD TO MATCH THE COLORS

F. Blumenthal, president of the Amalgamated Leather Companies, Inc., was called into consultation. He was skeptical about colored shoes and told Mr. Tilles that his advertising appropriation for colored leathers had been canceled. He explained that dealers do not find pink, azure, orange and other shades and colors profitable when applied to shoe leather. "These colors may be popular with the women for whom they are intended," he admitted, "but the great difficulty of matching the emerald of the shoe with the emerald of the stocking tends to discourage even the most experienced shoppers. And brilliant shoes that nearly match the equally brilliant stockings are taboo in the wardrobes of the well dressed.

"To overcome this difficulty of matching the colors of footwear, shoe dealers have in times past tried making their own selection of stockings, and added them to their stock, but without success. Ultramarine blue did not mean the same thing to the manufacturers of stockings and to the tanners of leather. So the possibility of matching colors of shoes and stockings has been abandoned, and colored shoes have no chance."

Mr. Tilles was just as sure that colored shoes were coming back,

regardless of their unpopularity with dealers, and offered to produce convincing evidence. The evidence consisted of a trip through the stores and factories of the Gotham Hosiery Company, where pair after pair of recently purchased colored shoes had been left to be matched with stockings. It was all new to Mr. Blumenthal.

The difficulty of matching the color of shoes was not of consequence to Gotham Hosiery customers. But to shoe dealers over the country, and to dealers far from New York handling Gold Stripe hosiery, the problem of transportation and distance might become very burdensome if every pair of colored stockings had to be returned to the factory, accompanied by a shoe to be matched in color.

As a result of the conference between Mr. Blumenthal, S. E. Summerfield, president of the Gotham company, and Mr. Tilles, twelve or fifteen standard colors were chosen as ample to express the personality of the most fastidious sub-deb. Both stockings and shoes are to be dyed in these colors. Other colors will not be added, nor will any of these be discontinued without due notice to all concerned. These colors have been given the same designating numbers which will be used both for leather and for stockings. In ordering either shoes or hose, stating the color number is all that will be necessary for dealers.

THE SERVICE ADVERTISED TO THE TRADE

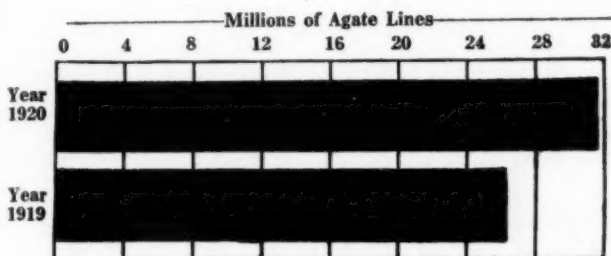
By this plan of color standardization, shoe dealers can add a line of hosiery that will exactly match the shoes stocked. Mr. Blumenthal was so impressed with the profitableness of the idea that on his own initiative he had an advertisement prepared for the trade papers explaining the proposition and advising a resumption of the hosiery business by shoe dealers. Of course the stockings recommended were the Gold Stripe brand. The advertisement read in part:

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The Three Sunpapers of Baltimore Gained 5,247,994 Agate Lines of Advertising in 1920

☞ During the year 1920 The Baltimore Sun, Morning, Evening and Sunday, carried 31,930,166 agate lines of paid advertising as compared with 26,682,172 during the year 1919—an average gain of 1,483 columns per month throughout the year.

☞ At the same time the circulation of the *Sunpapers* has gained steadily. The average net paid circulation for December 1920 was 202,790 daily (Morning and Evening) and 144,297 Sunday—a gain of 32,394 daily and 14,751 Sunday over December 1919.

☞ If you are interested in the Baltimore market our Service Department will be glad to help you in your local distribution and sales problems. Write for information and conclusive evidence that

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY. S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

AT LAST—COLORED HOSIERY TO MATCH COLORED KID

No—we do not sell hosiery.

Our interest in the matter rests solely on the fact that hitherto women have had some difficulty in getting silk hosiery to match the various shades of F. B. & C. Kid, and we believe it to be a great thing for the shoe business that at last it is possible for a shoe dealer to sell stockings which perfectly match every colored shoe he carries.

We have been informed that the Gotham Silk Hosiery Company is now carrying in stock full fashioned silk stockings to match exactly all the new shades of F. B. & C. Kid. This service is supplemented by other new features which should be most interesting to dealers.

In order to take advantage of this service we suggest that you write for swatches of the new shades of F. B. & C. Colored Kid. When ordering shoes for spring you can then specify these colors by number. Then you can order from Gotham Silk Hosiery Company, Inc., using the same color numbers as on our swatches. They will supply hosiery that is a perfect match.

Isn't that a wonderful service to offer customers? And think of the new business—a sale of fine silk stockings with practically every pair of colored shoes.

Anyway, we thought you would like to know about it.

AMALGAMATED LEATHER COMPANIES, INC.

The idea appealed to dealers. One of the attractive features offered is that all stockings which prove unsalable will be dyed a standard black at the end of the season at a small cost, so the loss on unsalable stock will be reduced to a minimum.

To the Gotham company it means a series of new accounts which do not interfere with established outlets—except in a very general way—and which will handle only the one brand. Furthermore, these stores will have no conflicting interests, and will be in a position to push the repair feature, and also the dyeing when there is a call for it, in such cases as matching gowns.

As these shoe stores will be exclusive agents, they will be in position to use a striking demonstration in showing Gold Stripe stockings, which has been used successfully by other stores. The customer is requested to push her thumbs through the fabric to test its strength—which no woman has yet been able to do.

That this new arrangement will

have far-reaching consequences, both in the sale of shoes and hosiery, there is little question in the minds of the companies concerned. Mr. Summerfield does not anticipate any relaxation in competition, nor does he seek it. "The best thing for the hosiery business, and for the public served, is a keen competition of service. It is always a survival of the fittest, which means those that serve best," is Mr. Summefield's business philosophy.

Citrus Fruit Consumption by Farmers

"Do Many Farm Folks Eat Oranges and Grapefruit?" the Florida Citrus Exchange asks in a farm-paper advertisement.

"Many of our distributors and dealers say no. *We want to know.*"

"We, who produce Sealdsweet oranges and grapefruit, eat apples, cherries, grapes, peaches, plums and others of the fruits raised in the North—when we can get them.

"Why should not Northern farm folks enjoy the delicious, juicy healthful, Sealdsweet grapefruit grown in Florida?"

"In order to find how many farmers' families eat Sealdsweet oranges and grapefruit we will mail free a handsome book to any person who sends us one dozen of the tissue paper wrappers in which our fruit is shipped."

The advertisement describes the book. A further touch to the message, appealing to farmers, is the description of the Florida Citrus Exchange as "a co-operative, non-profit organization of 5,000 citrus fruit growers formed to market oranges and grapefruit free from the speculation which makes prices burdensome to consumers and returns unprofitable to producers."

Haverhill, Mass., Advertised as a Shoe Market

The advantages of Haverhill, Mass., as a shoe market are being advertised by the shoe manufacturers of that city. Copy is now appearing in trade publications.

In later advertisements photographic views will picture groups of Haverhill buildings, which are said to house a greater number of manufacturing concerns of footwear and accessories than any similar area in the world.

New Theatrical Weekly Publication

C. F. Zittel is the editor and publisher of *Zit's*, a new weekly newspaper of "the stage and screen, the first number of which appeared on January 15. The publication office is at New York.

Get The Facts!

About the LOUISIANA- MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

as viewed by the
*Southwestern
Advertising Company*

"I want to congratulate you on furnishing a report that is so complete and so interesting. I can say without any hesitation that this report is the most complete we have received from any Metropolitan newspaper. It contains just that information which can be used to best advantage by our clients and ourselves."

The Christmas Edition of The Item, published December 12th, contained more than one thousand columns of advertising. This edition, insofar as we know, established another record in Southern Journalism.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle

[better
paper
∞∞∞
better
printing



WAR
STANDARD

TACKLING THE DUMMY

WHEN you plan a piece of printing, "tackling the dummy" is a necessary part of your preliminary work. You can make a very accurate dummy if you have the right materials.



To supply such materials, together with other practical, constructive helps to printers and buyers of printing, S. D. Warren Company will issue monthly during 1921 a series of books. Each month's issue describes and is printed on a different Warren Standard Printing Paper.

These books are meant to be cut up. The text, set in various styles and sizes of type, can be clipped and pasted up to show exactly how your catalog or other

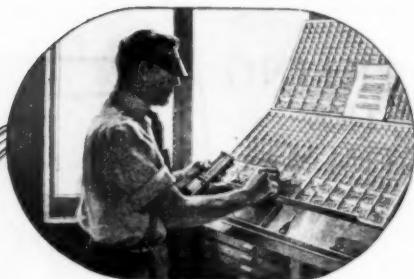
piece of printing will look. Margins, borders, initial letters, and illustrations are available for the same purpose.

These books, which tell how to get the most out of paper, and which greatly simplify the preparation of dummies, are not sold. They are furnished to paper merchants who sell Warren's Standard Printing Papers, for distribution to printers, artists, booklet designers, and advertising managers. If you cannot locate the paper merchant nearest your city who sells Warren's Standard Printing Papers, write to us.

S. D. WARREN COMPANY, BOSTON, MASS.

RENN'S

PRINTING PAPERS



The Public's right to the truth about your product

THE Dark Ages were so named because men had lost the art of transferring their ideas to their fellow beings. Gutenberg invented movable types and the world began to emerge from the era of black ignorance. In three centuries the press did more to increase the intelligence of man than all the other forces had since time began.

Since Gutenberg's day printing has grown to the most powerful agency in the world. The laws that govern it are the same for the mass as for each individual piece of printing.

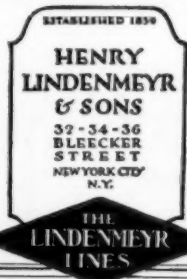
These laws render it beneficial to make your printed matter as much a contribution to the world as your product.

The world in turn awards a compensation for good printing which equals, if it does not exceed, that which it yields for a good product.

We endeavor to group those papers into The Lindenmeyr Lines that will enable printers to portray properly by text, illustrations and impressions all the many different products a modern civilization has endowed us with. Among them are Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Pennmont English Finish Book, Princess Covers and other well-liked papers.

As the first step toward better printing, we will supply dummies, specimens and sample sheets to help you visualize the finished job.

Telephone:
Spring
9600



Branch Houses:

16-18 Beekman St.,
New York, N. Y.

54-56 Clinton St.,
Newark, N. J.

58-60 Allyn St.,
Hartford, Conn.

How Educational Advertising Sells Foot Appliances

Wizard Company, Before Soliciting Orders, Has Shoe Dealers and Clerks Take Course of Instruction

By C. M. Harrison

WHEN the Wizard Lightfoot Appliance Company, of St. Louis, was making its preliminary plans to market its products it found it would have to sell either merchandise or service. It chose to make service its initial offering—to market the idea of foot relief.

The story of what Wizard did will bear repeating here, not only because of its interest as an advertising success, but because of the patience with which the foundations were built. Undue haste, caused by a very natural desire to realize profits as quickly as possible, has kept more than one promising article from big success. The company decided to take sufficient time in the preliminaries to make sure that the future building would be on the right basis.

There being well-defined competition in the field already, an exhaustive survey was carried out to ascertain not only the practicability of the new appliances, but to know the extent of the potential market for them. Was there really as much foot trouble, actual and threatened, as was the general impression? If so, then a profitable market for Wizard goods probably could be developed.

The logical place to get such information was the shoe store. The inquiry did not go very far among the shoe dealers before it definitely established the fact that the American foot, collectively speaking, suffered much and that the merchandising possibilities for Wizard goods were favorable.

Then came the decision to sell service which already has been mentioned, the manufacturing meanwhile having started.

The conventional procedure at this stage would have been to

advertise the goods—at least to the retail shoe dealer who was to become the medium of distribution. But from a standpoint of eventual advertising and selling results it seemed to be a better thing first to make the dealer thoroughly familiar with the Wizard appliances and to qualify him as an expert on the ills of the foot.

SALESMEN TRAINED TO TEACH DEALERS

Among the earliest advertising matter put out by the company, therefore, was a course of lessons that was placed at the free disposal of the retail shoe dealer. The plan contemplated the personal solicitation of the shoe dealer to secure his interest in the lessons without any direct application to merchandise. Necessarily, the sales force had to be organized early. Then the salesmen went to school, as it were. Every one had to know the lessons the dealer was going to be taught. The salesmen, after they had become proficient, were assigned to territories and instructed to begin spreading the missionary material. They found a ready response. Shoe dealers quickly saw in the course an opportunity to increase their business directly and indirectly. They recognized that ability to utilize simple means in correcting foot troubles would attract more trade to them in the shoe business, to say nothing of the profits that could be gained through selling the appliances.

The course of lessons is a complete treatment of the subject of foot troubles and shoe fitting. After a shoe salesman has studied it he finds he knows a great deal more about shoes, as well as about feet. He is a more valuable shoe salesman.

The custom is to induce the proprietor of a store to take the course himself or to assign a clerk to that duty. The company sends the lessons in correct rotation and upon the completion of the course issues a certificate setting forth the student's qualifications.

No charge was made for the lessons. Neither was there any merchandise string attached to them. The store did not have to obligate itself to buy Wizard goods. But sales followed as a matter of course. Here we see an instance of the working out of advertising that attains its most satisfactory selling results through an indirect appeal. It proves itself especially well in this case where the sale is pre-eminently a matter of personal salesmanship—even now when the goods have had the benefits of liberal general advertising.

Through this spreading of expert foot knowledge among shoe dealers and clerks, there is created an opportunity to sell appliances to the multitude of people who may not realize that they have foot trouble or may have little idea of what the trouble is. This, of course, is a bigger and more potentially profitable market than that afforded by the people who actually realize

that they need foot appliances.

The shoe men's interest in the educational work is kept up through advertising in trade journals and in direct-mail matter sent by the company to all Wizard dealers.

This use of paid space to promote the instruction end rather than sell goods direct, is an impressive demonstration of the company's belief that its business development can come in direct proportion to the way it spreads a general knowledge of foot troubles and how to correct them. A publication sent to dealers each month usually has ten questions relative to various foot ills which clerks and shoe men are invited to answer. The idea is to give the Wizard dealers and their clerks something definite to work on that will keep them thinking and developing. The answers frequently give the company itself valuable ideas to use in



Changing from high to low heels causes foot trouble

Changing back and forth between high and low heeled shoes puts a severe strain on the feet. It is very likely to cause foot trouble, and a distortion of the bones which form the ball of the foot.

Fallen arches and mis-aligned heel bones, by unbalancing the body and causing strain where there should be none, frequently cause pain in the feet, legs, hips and back.

When the height of heels is changed, the arches should be protected with Wizard Adjustable Lightfoot Arch Builders. Complete relief from foot troubles comes when fallen arches and mis-aligned bones are scientifically supported in normal position with Wizard Adjustable Lightfoot Arch Builders.

Beneath these all-leather Arch Builders are overlapping pockets, so located that inserts of any desired thickness can be inserted in exactly the right place to support the collapsed bones in normal position. Adjustments are simply made by shifting inserts or changing their thickness.

Being all-leather, Wizard Lightfoot Arch Builders are light, flexible and are worn without one being conscious of them.

Wizard Lightfoot Arch Builders are sold by leading dealers everywhere. Usually where they are sold there is an expert who has made a study of fitting them. If there is no such dealer near you, write the Wizard Lightfoot Appliance Company, 1621, Lenox Street, St. Louis, Mo., or 216 Rockefeller Bldg., New York City. Ask for "Orthopedy of the Foot"—a simple treatise on foot troubles. No charge.

Wizard

LIGHTFOOT

ARCH BUILDERS



FOOT TROUBLES EXPLAINED FOR THE LAYMAN

its advertising and selling.

The national advertising works along the same lines. It is educational in the highest sense. In a less technical way it presents to the wearer of shoes the same principles of foot care that are set forth in the course of the shoe men. It is prepared also with a view that it will be read by

A renewal contract for the Pathé Exchange, Inc., has been received by The Minneapolis Tribune. Copy and schedule come from Picard & Co., Inc.

The Minneapolis Tribune has the largest home carrier circulation of any daily newspaper published in Minneapolis.

Full-page copy is being used in The Minneapolis Tribune by N. W. Ayer & Son for "The Ladies' Home Journal." This is distinctive copy, well illustrated and the page punch is effectively developed.

Winter resort and South Seas steamship advertising is running heavy in The Minneapolis Tribune this winter. Recent schedules are from the F. A. Wynne Advertising Company for Mineral Wells, Texas; from the Havana-American Steamship Company for Miami, Fla., and from the Canadian Pacific Railway Company, through Chas. F. W. Nichols & Co.

The Minneapolis Tribune sells a total of 121,028 papers each day in its trade field in the Northwest, which is 22,589 more than any other Minneapolis daily newspaper sells.

"The 'Robert Burns' is the highest-grade mild Havana cigar sold in America to-day," says Frank Harwood, of the General Cigar Co., Inc., in a New Year letter to Gerald Pierce, of The Minneapolis Tribune, "and," adds Colonel Harwood, "it is one of the few cigars in which quality has been absolutely maintained during the past five years."

The large department stores and other retail merchants of Minneapolis were heavy advertisers in The Minneapolis Tribune during the holiday season. An average of 10 to 30 per cent reduction was made in prices in a range covering all commodities, but

on the whole values were well maintained and no slashes were announced. Merchants unite in stating that their volume of business was most satisfactory and in many instances exceeded that of 1919. After the holidays reports indicate that the people are buying in about normal volume and the indications are good for mid-winter business at stable prices. The annual white sales are being patronized on a pre-war basis.

Minneapolis is planning a big building materials and house furnishings show to take place at the Kenwood Armory the week of February 6. All available exhibit space for the show has been contracted for and it gives promise of being an exceptionally valuable inaugural for spring building as well as quite a society event of the mid-winter season. Building material prices have been quite generally reduced, notably in lumber and kindred lines, and a heavy building program for Minneapolis is in evidence for 1921. The Minneapolis Sunday Tribune of February 6 will celebrate the event by issuing a special section, fully covering the building situation.

A great spring buying week is being developed for Minneapolis February 5 to 12. All jobbers, wholesalers, manufacturers and leading retail merchants of the city will hold open house and there will be some form of entertainment all the time. Invitations have been sent all retail merchants of the Northwest and a large number of them are expected in for the week.

The Minneapolis Tribune published a twelve-page section the first of the year covering the financial situation and reviewing business and industry of 1920. Interviews with leading bankers and business men of Minneapolis were optimistic as to the outlook for 1921.

Member A. B. C.

The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising. Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

shoe dealers and thus teach them that much more in addition to instructing their customers.

This publicity work is so carefully planned that any year's campaign represents a complete educational course. The advertising is always dignified. In cases where it is desired to illustrate broken arches and similar foot deformities the foot always is presented in a stocking.

"We decided upon this course," said H. S. Gardner, head of the company, "not through any desire to be overly nice, but to give our advertising a more pleasing and a stronger tone. Also, we wanted it to reach the people who have foot trouble, but who do not realize it.

"A woman whose shoes run over at the heels may possibly realize that she has weak ankles. Or again she may not. But seldom, indeed, does she know that weak ankles indicate arch trouble and that unbalancing the body may frequently cause trouble in the feet, legs, hips and spine.

"One of our advertisements informs people that runover heels are due to a lowering of the arches and a misalignment of the heel bone. We set this forth in an advertisement in a pleasing way and thus get across a most important message. At the top is a half-tone illustration of a pair of feet encased in shoes that have runover heels. Then the lesson is told. This is many times more effective than would be a presentation of the same message with the bare feet as the text.

"Then there is the calloused foot. Through our advertising and through our instruction to shoe men we are trying to spread abroad a general knowledge of what this means and thereby are telling some interesting facts that are little known. When a person has a callous on his foot it means that a metatarsal bone has dropped out of position and that nature has put on the callous to prevent the bone from digging through the foot. We show how this condition can easily be corrected.

"Other topics we cover in an

educational way in our advertising as a supplement to the lessons given the shoe dealer include the trouble that is caused by changing from high to low heels, the danger of wearing too short shoes, why heels wear down, the serious consequences that are indicated when the shank of the shoe sags, the severe strain on the feet that comes from dancing, how bulgy arches are a sign of danger, and so on."

American Chamber of Commerce for the Levant

Following a dinner given Consul General Ravndal in New York, in November, there have been frequent discussions among leading export men regarding the establishment in the United States of a Chamber of Commerce for the Levant entirely separate from the existing Chamber of Commerce for the Levant in Constantinople, but working in close harmony with the Constantinople chamber.

Those whose names have been prominently mentioned in connection with the establishment of an American chamber are Donald Frothingham, manager of the foreign trade department of the American Express Company; Dr. E. E. Pratt, formerly chief of the Bureau of Foreign and Domestic Commerce, Washington, and A. W. Staub, a director of the American Chamber of Commerce for the Levant in Constantinople.

"Printers' Ink" in Fels-Naptha Office

FELS & Co.

PHILADELPHIA, January 7, 1921.

Editor of PRINTERS' INK:

We are much obliged to you for your letter of December 29, and the article on "Building an Advertising Appropriation," which you enclosed.

We, no doubt, will be able to profit by your suggestion to use your files for articles on special subjects that we might have to consider from time to time. If occasion arises, where we need special help, we shall avail ourselves of the good co-operation you offer.

PRINTERS' INK, both weekly and monthly, are welcome visitors here and we would not be without them.

FELS & Co.

Baltimore Telephone Co. Appoints Advertising Manager

J. Oliver Martin has been appointed advertising manager for The Chesapeake and Potomac Telephone Company, Baltimore. Mr. Martin is also editor of "The Transmitter," and will continue to edit that house magazine in addition to his new duties.

INFLUENTIAL CIRCULATION

IT is the official statistician of the United States Navy Department who presents, in Leslie's for January 22nd, the authoritative facts about our naval program.

"The U. S. Navy in First Place in 1923" is the title of the article. You will want to read it. Although rendered especially timely by a number of recent happenings, the article discusses only the extent of our program as actually authorized in 1916 and scheduled for completion in 1923.

Fact-filled, informative, official, it appears in

LESLIE'S

For January 22nd

Have you been reading Leslie's lately?

INFLUENTIAL CIRCULATION



SYSTEMS

Prepared by The H. K. McCann Company

Protection

INSURANCE, a savings account, a will—each a “good policy” in life. They stand for protection. So does the well-written message. It safeguards against misunderstandings in commercial transactions. It is a permanent record. Hence it should mirror *you*—express your individuality—largely by means of the quality of paper upon which it is inscribed.

Systems Bond is a paper of dependability. It bespeaks substantiality. It protects your interests in distant places. This is partly due to the unmistakable suggestion of goodness and distinction about Systems Bond. And again because its fine, business-like texture symbolizes commercial integrity and fair dealing.

Systems is indeed the bond of the business man. It possesses a liberal rag-content—yet it is moderately priced. And it is loft-dried—which explains that rich “crackle” that is decidedly Systems.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every bond and ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

New York, N. Y.

Mills at Bangor and Lincoln, Maine



BOND



*The Rag-content Loft-dried Paper
at the Reasonable Price*

N. C. R. to Continue Sharing Profits

The National Cash Register Co., Dayton, O., will continue its plan of profit sharing during 1921.

In a recent issue of *Women's Wear*, the following statement is made by J. H. Barringer, vice-president of the company:

"Just before sailing for Europe to study business conditions, President Patterson stated he desired the 50-50 plan continued in 1921, and accordingly, the necessary resolution was passed at the board of directors' meeting.

"Under the plan, the profits will be determined by an outside firm of accountants. After net profits have been determined 6 per cent on the company's investment will be deducted. The remainder will be divided into two equal shares, one-half to the company and the other half to employees. The company's share of the profits will be used for erecting new buildings, procuring new machinery, on inventions and improvements, enlarging the business, etc.

"The employees' share is divided into two parts, one-half to 600 executives and the other half to the employees at Dayton."

Mental Skid Chains for the Business Man

A. B. DICK COMPANY
New York, January 7, 1921.

Editor of PRINTERS' INK:

No matter how broad the road, a fellow is very liable to slip into the ruts of Daily Routine and Repetition, unless he is equipped with mental skid chains, made from the varied experiences and accomplishments of others in his own line of endeavor. For this equipment one need go no further than the pages of *PRINTERS' INK* and *Printers' Ink Monthly*. I am sincere in my gratitude to you and your staff for the work you are doing.

There is just a little selfishness in my good wishes for the continued success of your splendid journals.

N. J. DONOVAN,
Assistant Manager.

W. S. Leech, Advertising Manager of Pittsburgh Co.

W. S. Leech has been appointed advertising manager of the A. M. Byers Co., Pittsburgh. Mr. Byers has been engaged in advertising work for that company during the last five years. Before that time he had been with the Westinghouse Electric & Mfg. Co.

Troy Agency Man Joins A. P. W. Paper Co.

Carl H. Ruether, who has been with The Byron G. Moon Co., Inc., of Troy, N. Y., for six years, has resigned to join the A. P. W. Paper Co. He will be at the Chicago office of this company.

Bank Advertising for Good Citizenship

MARSHALL & LINSLEY BANK
MILWAUKEE, WIS., January 4, 1921.

Editor of PRINTERS' INK:

A marked copy of the December 23 number of *PRINTERS' INK* was placed on my desk and I have read your article on "Milwaukee Bank Goes Out of Its Way to Advertise Life Insurance." You have given us a good article.

There has been a growth in this country of a radicalism which borders on the revolutionary type and which finds its most violent expression in the Bolshevism of Russia. In Russia those that did not have divided with those who had, for no other reason than by that course they were the gainers. Had they had, they would not have joined the dividers. The American who has some stock in those possessions which make for stability and respectability will be very loath to join the elements which represent the Russian theory. Feeling that banks and life insurance companies had a mission to perform in regard to good citizenship, we felt that we could best perform our part of it, at least in part, through this kind of advertising. The result has been very satisfactory. The advertising has made for us friends of the life insurance men and they are backing us.

So many calls have been made upon us for copies, that we are issuing the ads in book form—pocket size—(a copy of which I will send you when published) for the convenience of our Milwaukee insurance friends. We are also proposing to issue a similar booklet giving our ads on home owning which will be presented to the real estate men of our city.

J. H. PUELICHER,
President.

Will Advertise Fashion Show

A widespread advertising campaign is being conducted by the McCutcheon-Gerson Service, of Chicago, in behalf of the National Garment Manufacturers' Association's fashion show, which will be held in Chicago from February 9 to 19. Other interests besides the garment manufacturers who will make exhibits will include manufacturers of millinery, boots and shoes, women's ready to wear and furs.

McCutcheon-Gerson also is preparing a farm journal campaign for the Gallant Mercantile Company, of Chicago, merchandisers of clothing, army goods and blankets.

London Tailors Advertise Here

Curzon Bros., Ltd., of London, tailors, are telling the American public in newspaper space to "Get your suits or overcoats from London and save lots of money." The company is an exclusively custom tailor, no ready-to-wear clothing being sold. Prices range from \$13 to \$24.50 for a suit or overcoat.

Like Ordering on the Electric Lights!

When a family moves to Kansas City, among the first things it does is to order The Kansas City Star delivered to its door-step every morning and evening.

There are more Star subscribers in Greater Kansas City than there are electric light users, gas users, telephone subscribers or water rent payers.

THE KANSAS CITY STAR

Average Net Paid Circulation during December:

<i>Morning</i>	<i>Evening</i>	<i>Sunday</i>
217,757	222,557	224,306

Chicago Office
1418 Century Bldg.

New York Office
2 Rector St.

The Hartford

"Since 1817—Connecticut"

1920—ANOTHER YEAR

Although handicapped during the year 1920 by a gain in lineage and circulation that is truly will prove of no little interest to space buyers the remarkable hold The Times has

THE ADVERTISING ACHIEVEMENT

INTERESTING 1920 STATISTICS

With no Sunday edition, plus the fact The Times carried no display advertising for ten publishing days in February, The Times carried over a half million lines more advertising in 1920 than the Courant.

The figures below are for

The Hartford Times 310 Days	The Hartford Courant 366 Days
Local Display . . . 8,221,445	Local Display . . . 8,074,396
Foreign (East) . . . 1,863,530	Foreign (East) . . . 1,630,830
Foreign (West) . . . 550,446	Foreign (West) . . . 493,206
Classified 1,259,477	Classified 1,170,172
Total 11,894,898	Total 11,368,604

KELLY-SMITH COMPANY

MARBRIDGE BUILDING, NEW YORK

Hartford Times.

Connecticut's Greatest Newspaper"

YEAR OF ACHIEVEMENT

For 1920 by an unfortunate paper shortage, The Times shows that is truly wonderful. A reading of the figures below set to space buyers for it demonstrates beyond question the Times has upon readers and advertisers alike.

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THE CIRCULATION ACHIEVEMENT

NOT FAR FROM THE 45,000 MARK

The Hartford Times for the year 1920 had a net paid circulation of . . . 39,035

For the year 1919 the paid circulation was 35,325
Net Gain 3,710

The Times circulation has steadily grown in an encouraging way, due to its supremacy in its field as not only an advertising medium but as a reliable disseminator of news.

The circulation for
December, 1920, . . . 42,050
December, 1919, . . . 36,491
Net Gain 5,559

COMPANY, *National Representatives*

LYTTON BUILDING, CHICAGO



Courtesy J. E. Porter Corporation

The Dairy Cow— Your Farm Market Insurance

"Don't know what I'd have done this year without my fifteen dairy cows," said a Minnesota farmer. "When wheat prices were cut in half and corn dropped to 37 cents—and me with a note due—, I just looked at that herd and said to myself, 'A friend in need is a friend indeed.' You see butter didn't drop in price like the other farm products. Pretty good insurance, these dairy cows."

Minnesota has over a million dairy cows that are, helping to pay off notes, helping to make improvements, helping to buy machinery, helping to furnish the farm home and making Minnesota the greatest butter producing state in the Union.

The advertising columns of *The Farmer* give you a merchandising contact with Northwest dairy farms. Seven out of ten dairy farmers subscribe to *The Farmer*.



The Northwest's Weekly Farm Paper

WEBB PUBLISHING CO., Publishers, ST. PAUL, MINN.

Eastern Representative:
WALLACE C. RICHARDSON, INC.,
95 Madison Avenue,
New York, N. Y.



Western Representative:
STANDARD FARM PAPERS, INC.,
95 Madison Building,
Chicago, Ill.

Member Audit Bureau of Circulations

Bringing Price and the Consumer's Means Together

Junior Automobile Tires, Pianos of Lesser Bulk, and Smaller Residences
Among Recent Expedients Adopted by Manufacturers to Keep the
Consumer Buying

By Roland Cole

IN a speech before the Technical Publicity Association in October Francis H. Sisson, vice-president of the Guaranty Trust Company, of New York, made the statement that approximately 250 articles of food, clothing and manufacturing commodities had been forced into the retail and wholesale price-cutting movement.

Since that time the economic readjustment has spread to almost every line. So general has the price-reducing movement become that many of the reasons for it have been forgotten. A great many manufacturers, caught with large stocks of goods on hand, do not remember why the consumer ceased to buy in as large quantities or for as high prices as he did a year ago, or why prices and wages could not go on advancing forever, and only know that sales must be forced at any hazard. Therefore, prices have been reduced, and are reduced again. Indiscriminate and unintelligent price reductions entail losses to everybody, the consumer as well, for it fixes his attention on price to the exclusion of quality and service and this leads to buying for price reasons only.

Price reductions are not needed in many lines of business so much as a readjustment in standards of value.

For example, the Mennen company entered the talcum powder field several years ago with a package that contained three and a half ounces of powder and sold for twenty-five cents. Latterly, on account of competition, this package was sold to the consumer for twenty cents and sometimes less. Other makes entered the field and some of them offered larger packages than Mennen's

for less money. With many of these companies talcum powder was one item in a line of other products. They could afford to sell it at cost or less as the sales did not run into a high figure and the low price served to advertise their other products. With Mennen, however, talcum constituted the big bulk of the sales and no reduction in price could be made without entailing a loss. In fact, rising costs of labor and materials during war and post-war years made it necessary for the company to increase its price and this brought it face to face with a problem of considerable difficulty on account of competition.

HOW MENNEN INCREASED SIZE OF SALES UNIT

An examination of the various elements constituting the Mennen talcum powder package revealed the fact that a larger container would cost less to make than two small containers of the size in use, and that the operation of filling one large can would cost no more than filling the smaller one. A larger package was therefore devised to hold six ounces of talcum, which would sell for twenty-five cents. Two of the former packages gave the consumer a total of seven ounces of powder for forty cents. The new package of six ounces for twenty-five cents represented a reduction in price of over a cent and a half an ounce to the consumer, while it gave the company the profit it had to have to continue its business. Moreover, the retailer had fewer packages to handle and made sales that volumed larger than with the smaller package.

One of the most striking ex-

amples of how a manufacturer changed his product to keep it within the price grasp of the consumer is offered by the experience of The Aladdin Company, maker of Aladdin Read-cut Houses, of Bay City, Mich. This company recently brought out a new type of house—the Aladdinette. It is described as a "detached apartment," or a small home designed on the apartment principle, which will permit the man who is desirous of owning his own home to build it at a total cost of something equal to pre-war costs. According to a statement made by O. E. Sovereign, general manager of the company, the Aladdinette cuts the cost of home-owning nearly 50 per cent. It is a complete home scientifically economized to reduce the material used without sacrificing convenience or losing one iota of space where it is essentially needed.

This move on the part of the company does not mean that it has abandoned the making of its regular line of Aladdin houses or that it is going to be necessary for the whole population to seek relief from financial strain by taking to Aladdinette houses. There will always be a demand for palatial residences and houses full of superfluous rooms. It does mean, however, that the company is willing to cut its sales unit in half to permit those who have not the money to buy a large house, to buy some kind of a house until this readjustment period has been got over and prosperity resumes its forward march.

Every single one of us is inclined to say that our product now represents the irreducible minimum, when it is proposed that we reduce it still further. Whether our product is a \$5,000 automobile or a \$500 one; whether it is a piano or a pencil; pig iron or a stationary engine; a shovel or a fly screen, we have difficulty in getting over the feeling that the present freezing up of sales is in some way due to the weather and to-morrow's sun will thaw

things out. It is so much trouble to change our product! If we will only wait a little while, all will be as it was.

Conditions in the building field are as representative as in any other. They are far-reaching also, and affect many other lines. Every manufacturer who expects the public to part with some of its money just now for some of the manufacturers' goods can learn something by taking a look at conditions in the building field and noting what is going on there.

THE CASE OF ALADDIN

Take the business of the Aladdin Company as a barometer. In the spring of 1920 the company faced an oversold condition in the factory. Up until May it had been running on accumulated orders. The first six months of the year showed gross sales in excess of the entire twelve months of 1919. But the largest part of the business was received during the first four months of the year.

Then came the restriction in buying that struck the country in mid-spring, with which the restriction in credits had something to do. In the opinion of Mr. Sovereign the withdrawing of credits was not the fundamental cause of this slump, though it undoubtedly hastened it.

"In the building business," says Mr. Sovereign, "it becomes extremely difficult to operate when home builders find it almost impossible to finance themselves through the usual channels. While we do business entirely on a cash basis and it would seem that the credit situation would not seriously affect us, yet many of our customers have insufficient money to purchase for cash the materials necessary for the construction of their homes, but have to borrow money for the purpose. We feel, however, that this is only one reason for the softening of business in our own particular line.

"Our prices have advanced on an average of around 70 per cent

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Palmolive Shaving Cream is never sold as an inexpensive article. It is sold purely on a quality basis. That's why it is advertised in the nine magazines comprising the All Fiction Field.

The **ALL FICTION FIELD**

"The Field of Greatest Yield"

Published by

**Doubleday, Page & Co.
The Frank A. Munsey Co.**

**The Ridgway Company
Street & Smith Corporation**

1,596,415 A. B. C. Circulation

over pre-war prices, yet this advance is not the greatest cause for the slump in home building. The price of labor, we believe, has had the greatest effect upon home building operations.

"Any well-informed contractor who keeps a careful cost record will tell you that the cost of labor in the construction business today is four times the pre-war cost. While wages have a little more than doubled, on an average, the productiveness of the average worker has been cut in two.

"There are hundreds of small towns and villages throughout the country where skilled carpenter labor could be had before the war on a basis of \$2 to \$2.50 per day, and in these same towns, our investigation shows, that carpenter labor is getting \$1 per hour.

"These inequalities will ultimately be worked out by that old leveler, 'the law of supply and demand.' In fact, it is beginning to get in its work at the present time. The shortage of homes in this country still exists and is still acute. There is only one way to relieve it and that is to build more homes, so that we look confidently toward the future, but are not prepared to prophesy when the aforementioned inequalities will be worked out and conditions return to somewhat near their normal place.

"Inasmuch as advertising is the force which is wholly and entirely responsible for the beginning and continuance of our business, it is hardly necessary for me to say that we have never thought of discontinuing it under any circumstances."

In the early part of last summer plans were made by the company to bring out its line of Aladdinettes. As much as it believed in the fundamental stability of the country and that the law of supply and demand must operate to continue its business prosperity, the company determined to meet the resumption of prosperity conditions half way. Just how it did this is extremely interesting, especially to other manufacturers who may be inclined to think that it is impos-

sible, or at least impracticable, to make any change in their sales unit or price. A house is a pretty large sized unit, it is true. But the Aladdin plan already represented many economies to the home builder, derived from the ability of the company to purchase materials in large quantities, and to cut those materials to size by machinery.

The advertisements of the company clearly specified a saving of \$300 to \$1,000 from ordinary methods of buying and building. The cost of lumber alone was stated to be 18 per cent less, while the cost for labor was set at 30 per cent less and the time of erection was cut to one-third of the ordinary time required.

In spite of all this saving, however, something revolutionary was needed to meet the situation.

"It was only a few years ago," Mr. Sovereign continued, "that American home builders discovered the utter wastefulness of the old-style 'parlor' and the living-room thereupon promptly absorbed the parlor. We believe the wastefulness of the dining room to the family where economy and costs count is on a par with the old parlor, for it is usually a good sized room which is used but three hours a day and for a single purpose. Our plans contemplated the elimination of the dining room without adding the inconvenience of dining room furniture in the living room."

QUICK ACTION NEEDED

About the middle of July the company announced the Aladdinette. Advertising plans were made a year ahead and when plans for 1920 were made the Aladdinette had not been contemplated. A series of full newspaper pages were prepared, however, and announcement of the new Aladdin product was made to the public. A catalogue describing the Aladdinette was rushed through the press and offered to those interested. Notice was sent to every Aladdin homeowner that 1,000 of the new houses were ready for shipment

(Continued on page 77)

In Times Such As These

It is demanded of advertising that it must sell the goods.

Magazine advertising opens up the path of least resistance. It goes straight to a buying power that is unimpaired.

IN CANADA

as well as in the United States the advertiser may very wisely concentrate his effort in the magazines whose readers represent the substantial classes in each community right across the country.

Today, more especially than ever in recent years, that important proportion of the Canadian market which is represented by the class of people who are readers of MacLean's Magazine is the market that is worth going after—the "leadership" families.

Advertisers who make a thorough investigation of Canadian conditions and Canadian mediums invariably decide upon

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

as the first publication to use and the broad base upon which to build a successful campaign in this country. Some of the most experienced and most successful advertisers concentrate their entire Canadian advertising effort in this one medium.

For covering Canada, MacLean's Magazine offers circulation plus,—plus prestige, plus buying power. It offers effective, profitable advertising at economical cost.

*Write for A. B. C. Circulation
data, rates, and sample copies*

THE MACLEAN PUBLISHING COMPANY, Limited
183 UNIVERSITY AVE., TORONTO, ONTARIO

Are Any of Your Goods Sold in Canada?

If so, you should advertise them *well* and *now*. Spend 10% of your U. S. advertising appropriation in Canada.

Here are a few "tips":

1. Don't attempt to run American copy without change in Canadian publications—it is seldom advisable. The best plan is to select a good Canadian Advertising Agency and have copy written which is Canadian in spirit as well as in letter.
2. Remember, you must use the French language in dealing with the French Canadians. You are handicapped in the province of Quebec unless you have French-speaking salesmen, French literature and French advertising. This is not a whim or a fad. It is an institution.
3. Regarding media—you may use the leading general publications, the small town weeklies and the farm papers.

But the backbone of your advertising efforts must be

The Daily Newspapers of Canada

"Must be"—because Daily Newspapers are unquestionably the "national media."

The Daily Newspapers listed below are important vertebrae in the "backbone of Canadian advertising." They cover Canada from coast to coast and reach a combined population of over 2,000,000 people. Each one is a leader of thought and influence in its district.

Write direct to these Newspapers or ask your Advertising Agency for data concerning them.

Place	Popu- lation	Paper	Place	Popu- lation	Paper
Charlottetown, P. E. I.	12,000	M. & E. Guardian & Examiner	St. Thomas, Ont.	20,000	E. Times-Journal
St. John, N. B.	64,305	M. & E. Telegraph & Times	Toronto, Ont.	512,812	M. Mail & Empire
Montreal, Que.	801,216	M. Gazette E. La Patrie E. La Presse	Winnipeg, Man.	192,571	M. & E. Free Press E. Tribune
Quebec, Que.	116,850	E. La Soleil E. Telegraph	Regina, Sask.	40,000	M. Leader E. Post
Sherbrooke, Que.	23,493	E. Record	Calgary, Alta.	75,000	E. Herald
Kingston, Ont.	23,700	E. British Whig	Edmonton, Alta.	65,000	E. Journal
London, Ont.	59,281	M. & E. Advertiser M. & E. Free Press	Vancouver, B. C.	135,000	M. Sun (Daily & Sunday)
St. Catharines, Ont.	19,860	E. Standard	Victoria, B. C.	55,000	E. World M. Colonist

*Spend 10% of your U. S. advertising ap-
propriation in Canada—beginning at once!*

The Importance of Wednesday in Canada

Wednesday is a red-letter day in rural Canada. It marks the arrival of the Family Herald and Weekly Star, which is eagerly awaited each week by more than three-quarters of a million Canadians.

The Family Herald and Weekly Star is a big, helpful, wholesome, newsy journal, devoted to the interests of farmers and other rural dwellers in Canada. While it is predominantly a farm journal, the Family Herald and Weekly Star realizes that *where there's a farm there's a home*, and consequently a certain proportion of space is devoted to the special interests of women and children.

The truly national circulation of the Family Herald and Weekly Star is the result of a normal demand for a superior product. It is a genuine journal for genuine people.

As a medium for reaching the best class of farm homes in every province of Canada the Family Herald and Weekly Star tops the list. It is probably the greatest single force for business promotion in Canada today.

Circulation exceeding 150,000 (A. B. C. Audit), sold nationally or sectionally. Entire Dominion Edition, 50 cents flat. Either Eastern or Western Divisions, 30 cents, flat.

The Family Herald and Weekly Star

Canada's National Farm Journal

Established 1870

Montreal, Canada

New York Representative

DAN A. CARROLL
150 Nassau Street

Chicago Representative

J. E. LUTZ
First National Bank Bldg.

and a special 5 per cent commission was offered to every homeowner who would sell the first Aladdinette in his community by October 1.

By the installation of a modern kitchenette, and by the elimination of dining room space, and by the use of Murphy Wall Beds, floor space in the Aladdinette is made to serve double advantages. Houses can be built to cover five times as much floor space as the Aladdinette affords without adding to its convenience and comfort, and it can be built for the sum ordinarily paid out for two years' rent.

The Aladdinette contains a generous sized living room, breakfast alcove, kitchenette and bath. It gives all the necessities and conveniences of the average home in a space approximating 60 per cent of that required for the usual designed home at a cost approximating 60 per cent of the usual cost.

Looking over current advertising to see how far this principle may be applied to the selling of merchandise in general, almost the first thing that came to my attention is an advertisement of the Jackson Piano Company, of Milwaukee, Wis., presenting The Miessner Piano, described as "The little piano with the big tone." An illustration in the advertisement shows it to be about three-quarters as high as the ordinary upright. In fact, the young lady who is shown playing it, can look right over the top without getting off the bench. We are told that the Miessner is "A different piano—a smaller piano—combining all the charm of a beautiful tone with an artistic case, yet dispensing with the unnecessary bulkiness of both upright and grand!"

"Compact and easy to move, the Miessner furnishes piano music in its most practical form. Only three feet seven inches high, it offers real distinction in piano style. Changing schemes of interior arrangement—virtually impossible to make in rooms where large pianos are in use—become almost limitless with the Miess-

ner. In apartments, especially, this piano answers the need for economy in floor space."

A "JUNIOR" TIRE

Another application of the principle would seem to be presented by the advertisement of The Mason Tire and Rubber Company, of Kent, Ohio, appearing recently, announcing the "Mason Junior Cord" tire for automobiles, which it states is "a great step forward in tire making," as it is "Junior in price" and "Junior in size." The copy reads:

"Not only does the Junior Cord offer a real cord model at approximately fabric price, but the Junior Cord makes it possible for cord and fabric tires to run side by side on any car without throwing the car off balance.

"Compare these prices with any standard fabric and cord prices you know."

A table of prices is appended.

The experience of the Mennen company would suggest that manufacturers of package goods in many lines might profitably consider making packages larger as a way of reducing the price. Many advertisers might price their goods per unit, as do the makers of Campbell's soups—fifteen cents a can—instead of per pair or per dozen. Not so long ago it was considered good merchandising to offer goods for sale in groups of units. Cartons have been devised to induce the consumer to buy the unit two at a time or by the half dozen instead of one at a time. One way in which the present situation could be relieved would be by a temporary return to the single unit plan of selling, or perhaps a reduction of the carton from a large number of units to a smaller number. At any rate the subject is worth close study by every manufacturer whose sales are slumping.

It is undoubtedly true that a great many products are not being purchased at present, not so much because the price is high, but because it is misleading or is not understood. During the golden period that is just now pass-

ing into eclipse, the public became accustomed to high prices. With plenty of money to spend it is not difficult to grow indifferent on the entire subject of prices and to buy goods without a full understanding of what the price means.

A story was told in *PRINTERS' INK* not long ago of how the Oak Flooring Manufacturers' Association discovered, through its advertising campaign, that buyers had an exaggerated idea of the cost of oak flooring, and many sales were lost because prospects while sold on the beauty and utility of an oak floor were afraid of it on account of the imagined high expense, due entirely to a trade habit of quoting the cost of it at so much per 1,000 feet.

"A farmer's wife got the idea that she wanted her 'front room' floored with oak. She was told by one lumber dealer that the price was \$100 per thousand feet. She had visions of her flooring costing her several hundred dollars, but took a chance and went to another dealer. After learning the dimensions of the room the dealer told her the floor would cost her \$31. This was the same figure given her by the other dealer, but he gave it in a different way."

The association is now urging carpenters, contractors and lumber dealers, through its trade paper advertising, to quote prices on oak flooring in the easily understood way.

Every economic crisis is a challenge and an opportunity.

Consumer buying has slowed up. For one reason or another the consumer has less money to spend than he had before. Coal and a few other necessities are high in price and must be paid for in cash. Rents and food-stuffs kept right on going up during 1920. But consumer needs are no less complex than before. Wants constantly tend to multiply, not diminish. Every supplier of those wants insists that the thing he supplies is more necessary to the existence and happiness of the user than the

things supplied by the other suppliers. No one at first is willing to take less of the consumer's money than he has been accustomed to receive. There is a scramble to reach the consumer first. Those who do it, take all they can get. Those who follow have to be satisfied with less than their regular share. Those who arrive last find nothing.

NEEDS ALWAYS INCREASING UNDER CIVILIZATION

Let those who supply our wants consider that each one of us in our capacity of consumer, has been educated by custom to be clothed, fed and sheltered; to be comfortable with furniture, rugs and decorations; to like music, automobiles, household conveniences; toilet articles, tools, jewelry and tobacco, office appliances, periodicals, educational courses and books, rubber heels and safety razors, life insurance, money in the bank and recreation, seeds, flowers and candy, alarm clocks, telephones, cameras, fountain pens and automatic pencils; and that it is difficult to get along without the doctor, the dentist and the optician. These are only some of the things we have acquired the habit of using, not all. Civilization works toward complication. As our intelligence expands our wants multiply. Every age moves forward. Each new need brings along the means to satisfy it. Periodically there comes a check in the course of progress—a period of readjustment before we move forward again. We are now experiencing a period of readjustment.

We have overspent. We must rebudget our money. Our needs are still there, and increasing. Left to ourselves we cut out the less pressing needs and wait. In addition to having a capacity as a consumer of many things we have a capacity as a supplier of one. If too many of our fellow consumers wait too long for what we supply, we will suffer. As a supplier, how can we cut down this period of waiting? By reducing the quantity of the thing we supply, by asking the con-

What Your Dealers Will Say

THE comments quoted below are from the dealers of the Woodrow Manufacturing Company, builders of Woodrow Washing Machines. We produced an Industrial-Educational film for them entitled "Blue Monday" (see *Printers' Ink*, January 6, pages 38-39). Let the dealers tell you what they think of it.

"We have sold three machines since it was shown, and each one said they had been influenced by this film."

Cherokee Electric Co., Cherokee, Iowa.

"It was very good and made a great hit." O. H. Thorsrud, Conrad, Iowa.

"Some picture, I tell them." G. D. Keffer, Hastings, Iowa.

"Good show. Put them out more often." J. C. Benbow, Hubbard, Iowa.

"Very satisfactory and everybody pleased." F. N. Brunson, Gowrie, Iowa.

"An interesting reel; besides it carries a story to the housewife that cannot help but be of value to her."

Caney Electric Co., Caney, Kas.

"By far the largest attendance ever. Thank you."

E. R. Stone, Delhi, Iowa.

"A very good film and advertisement."

Rostermundt & Kuhl, Manning, Iowa.

"Am well pleased with picture."

F. L. Applegate, Corwith, Iowa.

"Very good display—well received. The longest Ad reel run here yet."

Cleveland Electric Co., Cleveland, Okla.

The use of a Truth Production will secure the same enthusiasm and results for your product.
Let us explain how we will work with you.



HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of
Industrial Educational Films
New York City
Offices and Studios 230-232 West 38th Street

Truth Productions

sumer to take less of it or by giving us a smaller amount of his money in exchange for it. The suppliers who do this first will suffer least. Giving the consumer more goods for the same money is equivalent to giving him the same amount of goods for less money.

Optimism Keynote of Poor Richard Dinner

The annual dinner of the Poor Richard Club, Philadelphia, was held on the evening of January 17—Benjamin Franklin's birthday.

The committee in charge had called it a "Forward Dinner," and this keynote was struck by Karl Bloomingdale, president of the club, in his opening address and by the speakers.

The special features were in process of being planned for weeks previous to the event, and the entertainment continued from start to finish without interruption.

The big musical number was an operetta specially written for the occasion. Twelve girls were costumed to represent as many nationally advertised Philadelphia products. Each sang a parody on a popular song, in which were told the virtues of the product represented. At the end a "grand ensemble" sang praises of Philadelphia and Philadelphia-made products. The parodies were written by Dr. David Stern and John A. Lutz; the staging under the direction of Jerry Taft and Wayne Marshall; and the dance steps by Charles S. Morgan, Jr.

Another musical novelty that received much applause was by Philip C. Staples, Joseph H. Simpson and Walter Mulhall.

The more serious side of the entertainment was well taken care of with addresses by Tehyi Haich, special delegate from the Chinese Government to study labor conditions in this country; Rowe Stewart, president of the Associated Advertising Clubs of the World; Professor Francis H. Green, of Pennington Seminary; and Rabbi Alexander Lyons, of Brooklyn.

Cole Motor Car Co.'s Film

The Cole Motor Car Co., of Indianapolis, has just brought out a five-reel motion picture called "The Porcelain Lamp," in which the discovery of gasoline as applied to the development of the automobile internal combustion engine is shown in connection with an interesting story that traces the evolution of the earliest man-and-beast-propelled vehicles to the modern automobile.

G. I. Snowden, who has been advertising and sales manager of the Archbold Manufacturing Company, Rochester, N. Y., has been made advertising manager of the Parker-Bridget Company, Washington, D. C.

St. Louis Advertiser's "Truth in Advertising"

St. Louisans are seeing "Truth in Advertising" advertised. The Better Business Bureau, of that city, in an open letter, printed in display space in newspapers, said:

"Advertising to be continuously successful must be believable. The real function of advertising is to present a truthful statement about merchandise or service offered for sale. Its value is in direct ratio to the amount of Confidence the public has in it—and that is entirely founded on its quality of Truth.

"In the word Truth is symbolized the whole purpose of the Better Business Bureau: To promote and maintain fair competition and dependability in advertising and merchandising. To protect the public from imposition by those engaged in unfair and untruthful advertising of all kinds. To lift suspicion resting upon an honest advertiser, for this is as important as correcting the practices of a dishonest one.

"To replace doubt with faith, so that you can believe every advertisement you read—so that you can have absolute confidence in everything you buy. To carry into every advertisement and every business transaction that wonderful scriptural thought: Speak ye every man the Truth to his neighbor.

"A clean, wholesome, uplifting purpose such as this is of benefit both to buyer and seller—to merchant as well as consumer. It is a service to the community and to mankind."

T. L. Smith Co. Moves Offices to Milwaukee

The general sales offices of The T. L. Smith Company, construction equipment, have been moved back from Chicago to Milwaukee, where the factory is located. In addition to trade-paper advertising during 1921 the company will issue a new house magazine to contractors, engineers and architects, to be called "Smith Snapshots." The publication will be mailed by the various agencies of the company and each agency will have its individual sales talk on the back cover. It will take the place of much of the direct mail, such as folders, etc., which the company has issued in the past.

Redfield Has Shipbuilding Account

The account of the Consolidated Shipbuilding Corporation (formerly the Gas Engine and Power Company and Charles L. Seabury & Co.), New York, is now being handled by the Redfield Advertising Agency.

The advertising of the company, which designs and builds steel and wooden boats and ships, up to 300 feet length, will appear in a selected list of national periodicals and marine journals.

FIRST— in Advertising of FOOD PRODUCTS

For the past five months the New York American has carried more food advertising than any other New York morning and Sunday newspaper.

New York American - 99,880 lines

New York Times - - - 87,598 lines

New York Tribune - - 60,640 lines

New York World - - - 60,230 lines

New York Herald - - - 42,000 lines

(Figures from the Statistical Bureau of the New York Evening Post for the months of August-December, 1920, inclusive.)

Here in coldest figures is unmistakable acknowledgment of the leadership of the New York American in the Advertising of necessities. On the other hand, consider luxuries. The New York American has led in the Advertising of Musical Instruments for the past six months. A newspaper growing steadily in spite of its 3 cent price in competition with all other morning newspapers at 2 cents is naturally THE medium for advertising of any kind and every sort.

New York American



Circulation well over 300,000 daily
1,086,431 last Sunday

A Direct Connection in

The maps herewith show clearly the location of each Johnston Overseas "Cooperating Service Connection" indicated by circle and dot.

These "points of contact" are organizations equipped to do the work of a full-fledged advertising agency.



Cooperating Service Connections

Brazil
Peru
Ecuador
Bolivia
Cuba

England
France
Spain
Italy
Netherlands

Sweden
Belgium
Denmark
Germany
Czecho-Slovakia



Johnston Overseas Service

Exclusively Foreign Advertising
277 Broadway, New York, U.S.A.

in

Each Foreign Market

Complete organizations staffed and operated by natives of the markets in which they serve.

This world-wide organization centers in the New York Office of the Johnston Overseas Service.

Write for booklet E-2.



Cooperating Service Connections

Jugo-Slavia
Poland
Switzerland
Roumania
Austria

Greece
Egypt
Algeria
Turkey
Tunis
Japan

British South Africa
Australia
New Zealand
Dutch East Indies
Straits Settlements
China



Johnston Overseas Service

Exclusively Foreign Advertising
277 Broadway, New York, U.S.A.

The Wholesale Grocer Needs a Sales Manager

THE BUTTERICK PUBLISHING COMPANY
CHICAGO, JANUARY 8, 1921.

Editor of PRINTERS' INK:

I have been interested to note your recent articles with regard to the wholesale grocer advertising. In this connection there are some particularly good comments in your issue of December 30: "Why can't the wholesale grocer advertise the retail grocer?" by Helen Gano Keelor.

Why don't you get someone to write an article about: "Why doesn't the wholesale grocer employ a sales manager?"

Having been in close touch with the grocery trade for many years, as a former connection of mine was with the Great Western Cereal Company, and then for several years with the Morton Salt Company, as sales manager, I cannot help but see very definitely the value rendered by the sales manager in the few wholesale grocery houses that have a man working in that capacity.

Of the 4,000 odd wholesale grocers, there is, perhaps, hardly a few hundred who have a man in that position. Obviously, the temperament and way in which the buyer and the sales manager work are different, yet most wholesale grocers handle their sales also through their buyers.

Reid-Murdock is one notable exception, and the way in which they went through the recent falling market period was a great indication of the advisability of the proper organization of the wholesale grocery house. They weathered this period far better than the average jobber.

S. W. Roth, publisher of the *Whole-sale Grocer*, the only trade paper reaching that field, might be able to give you a very fine article along this line, and in addition, he has worked out a merchandising system for retailers that is very successful for the grocer, and which is along the lines of the plan suggested by Helen Gano Keelor.

C. H. BURLINGAME.

Columbus, O., Has Better Business Commission

A Better Business Bureau Commission was formed at Columbus, O., recently. At this meeting \$5,000 was contributed and an additional \$7,000 was pledged. The formation of this commission came as a result of the work by the advertising club of that city for a Better Business Bureau.

Reading Agency Adds Three Accounts

The Reading, Pa., office of the Harold Finestone Advertising Agency has added the accounts of the Fleck Cigar Co., Tampello, "Rose-O-Cuba" and "Royal Rob" cigars; The Nogar Corp., clothing, mail-order; and the Buzz Syrup Co., soft drinks, all of Reading, Pa.

An Association Unembarrassed by Its Organ

NATIONAL WHOLESALE GROCERS' ASSOCIATION OF THE UNITED STATES
NEW YORK, JANUARY 7, 1921.

Editor of PRINTERS' INK:

I have just had my attention called to your article in the December 30th issue of PRINTERS' INK. I sincerely hope that your series of articles will bring about the desired results.

The practice of solicitation of advertising by trade organizations for their publications is objectionable from the standpoint of the organizations as well as the standpoint of the advertiser.

We have had a monthly publication for a number of years. We have always refused to solicit advertising for two reasons. In the first place, we do not believe that an association should compete with the trade papers. But second, and most important, we believe that a trade organization can do its best work only when it is absolutely unembarrassed by "courtesies" that cost money.

It occurred to me that you might be interested in this policy that has been in force in this organization for a number of years.

M. L. TOULME,
Secretary.

W. R. Hough Buys "Baltimore Underwriter"

Walter R. Hough, associated for twenty-five years with General Felix Agnus in the operation of the *Baltimore American* and *Baltimore Star*, and managing editor of the *Star* at the time of its suspension following purchase by Frank A. Munsey, has, with Frank W. Lawson, purchased from R. B. Caverly, of New York, the *Baltimore Underwriter*, an insurance and casualty company magazine. Mr. Lawson, who has been operating the *Underwriter* as associate editor, was formerly a daily newspaperman of Baltimore and St. Louis.

P. S. Johnson, Advertising Manager of New Journal

Philip S. Johnson is advertising manager and E. M. Wakefield is editor of *Furniture Age*, a new Chicago publication. Mr. Johnson had been advertising manager of the *Grand Rapids Furniture Record*, *The Furniture Manufacturer and Arison*, and *The American Funeral Director*, all of Grand Rapids, Mich. He was later Chicago representative of *The Furniture Index*, Jamestown, N. Y. Mr. Wakefield was for six years editor of the *Grand Rapids Furniture Record*.

In Bank Advertising at Richmond, Va.

R. E. Holtze has been appointed advertising manager of the *Planters' National Bank*, Richmond, Va. Mr. Holtze was recently with the *Seaboard National Bank*, Norfolk, Va.

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Presenting
a Many-Sided Craftsman




Michaelangelo was a many-sided craftsman—sculptor, painter, architect, poet, metal worker. In every one of his chosen callings, he stood alone. And his achievements in each of them gave him fame that will never die. No task was too great for him, and nothing seemed impossible, mentally or manually. He invented ways to overcome all his obstacles.

Here was a man with a finely pointed perception and sense of proportion. His judgment was unerring and his knowledge of artistry complete. He was trained, resourceful and competent. He ordered himself for his work and was successful because all that he did came out of the proper application of aptitude.



Other artists feared to undertake the work of decorating the ceiling of the Sistine Chapel, in Rome. The like had never been done. Not so, Michaelangelo. He saw that proper play for his eye could not be had in a standing position, so he had his scaffolding built close to the ceiling—and for four years worked lying on his back.

Permit us to present this organization as a many-sided craftsman—designer, engraver, electrotyper, printer, lithographer, ink-grinder, paper-maker and artificer of beautiful packages. Many branches of industry are served, creating advertising adjuncts and sales-aids. It is headquarters for color-printing of only the better kind.



Here, is practiced the art preservative in its highest development. Orders move with speed, served by care. They come to us in units of millions; but we learned our craft in units of thousands, so we welcome small orders and respect them. Growth came out of the years because of aptitude —properly applied.

We have invented ways of solving many color-printing problems. For our artisans are paid for brain-power, while great machines furnish the brawn. Our creative capital is made up of training, resourcefulness, knowledge and the will to excel. We do the unusual because we know when and how to work lying on our back.

If you are interested in fine printing craftsmanship, write us on your business stationery for the most realistic specimen you have ever seen.

The United States Printing
and Lithograph Company
Cincinnati, Baltimore, Brooklyn

British Service Agencies Tell How They Help Manufacturers

Co-operative Campaign Now Appearing in English Newspapers

By Thomas Russell

London Correspondent of PRINTERS' INK

FIFTY-ONE advertising agents, forming the Association of British Advertising Agencies, are using full three-column space in London and provincial dailies to advertise their service on co-operative lines. They have also published a booklet of which copies were circulated at the Advertising Exhibition, and are being put into the hands of advertisers and prospects.

The agencies forming the association seek to establish a high standard of business ethics, and to give to an "associated" agent a qualification of value. Their advertisements claim that "the best advertising—that which comes nearest to reaching the desired objective—is to be found to-day in the work of qualified advertising agencies."

It will probably be found, in practice, that the associated agents will have to formulate some pledge or standard of business, by which they will give publicity to the ideals for which they stand, and until this is done, the mere fact of belonging to the association will not carry with it any distinction that can be generally recognized. The advertisements used will then have more punch in them. They do not, at present, convey very clear ideas of how one type of agency differs from another.

The booklet contains some constructive work to advertise advertising. The following extracts form part of what is described as "one typical example, illustrating methods of operation indefinitely varied according to the nature of the businesses concerned, but having this characteristic in common, that the single object of a qualified advertising agent is the promotion of his clients' sales by honest and dignified means. . . ."

The booklet then goes on to describe a problem and its solution, in part, as follows:

"A company manufacturing a product sold to the public through retail shopkeepers had a large and steady business. . . ."

"The tendency of competition, sufficiently active to be a constant problem, was toward cheaper prices rather than toward better quality. There was no standardization of output.

"It happened that in this company's factory an improvement in manufacturing was hit upon, which, while only very slightly increasing the cost of goods and making up greatly noticeable difference to the look of them, added considerably to their usefulness and durability.

"Preferring improvement to deterioration, the directors were very anxious to find means of putting the improved product on the market. But, in existing conditions, the fractional increase in cost was found an insurmountable obstacle to sales.

Travelers reported that retailers agreed that the new product might be better from the consumer's point of view than the old, and better than any competing line. But they said their customers would not be able to discover this until they put the goods into use. They would refuse to pay the higher price, and would go somewhere else.

"In these circumstances, an 'Associated' Advertising Agent was invited to discuss the situation, and say what proposals he could make as First Aid to business. . . ."

The agent is described as recommending that the manufacturer shoulder the job of telling the public about the goods. He

proceeds to design a trade-mark and prepare a campaign. Salesmen carried proofs to dealers and obtained retail distribution. By this time the company was fully sold on advertising:

"The directors, satisfied with the soundness of the plan, were in favor of an advertising campaign to cover the Kingdom. Although the immediate profit to the advertising agent would thus have been considerably greater, he urged the Board instead to try the plan in a limited area, pointing out that as goods of this character had never before been advertised, it was desirable to ascertain experimentally what selling points would make the most powerful appeal to the public, and therefore sell the goods at the lowest ratio of expense.

"The advertising agent, when the time for starting the campaign had arrived, and the advertising was appearing, conferred frequently with the sales manager, and his own sales-organization department watched results with great vigilance. Travelers' reports were considered by them and letters drifting in from the public were examined for indications relative to selling points. A member of this department in the advertising agency went to the ground, made inquiries among the population, and interviewed a few retailers. By this means, improvements in the selling-argument were effected, and the later advertisements in the series were altered and strengthened.

"After a year's working, the results noted were these: A considerable sale had been created for the branded product at a higher percentage of profit than had been realized on the old product. Repeat-orders came in satisfactorily; consumers, taught by the advertising to recognize in the branded product merits which they would not otherwise have been able to observe except by accident, gladly paid the higher price, and came back for more.

"A standardized product had been introduced, not liable to competition or price-cutting. . . ."

An interesting feature of the book is the definition of Agency Service which it contains:

"A qualified advertising agency is equipped to render following services to a manufacturing or mercantile firm:

"Originating trade-marks and titles.

"Designing trade-marks, wrappers and descriptive matter.

"Inventing and formulating selling plans.

"Organizing retail distribution of products (including the sale of goods to retailers before advertising them to the public).

"Writing and designing showcards, pamphlets, circulars, form-letters, posters, newspaper advertisements, etc.

"Drawing in color or black-and-white all necessary illustrations and designs.

"Supervising the printing of all showcards, pamphlets, etc.

"Making blocks, electrotypes, stereotypes, matrices, and type-forms, and keeping orderly stock of blocks, etc., for all purposes.

"Contracting with newspapers, billposters, printers, and sellers of advertising space of every kind.

"Obtaining the lowest available terms for advertising space in newspapers and elsewhere, where any advantage is to be gained by skilled buying and knowledge of markets.

"Verifying, checking and measuring advertisements inserted or posters displayed according to contract.

"Supplying the press with facts suitable to be published as items of public interest, and creating circumstances capable of giving public interest to an advertiser's affairs."

There is every indication that the British market is ripe for the development of co-operative advertising. Advertising agents, by setting an example of it in their own interest, have taken the best possible means to develop the idea, and their use of daily papers and large space for their own advertising will help them to "tell the tale" to prospective trade combinations.

Purves Wins Advertising Golf Tournament Trophy

The championship titles and trophy of The Winter Golf League of Advertising Interests was won by R. Murray Purves, winner of the qualifying medal, last Saturday at Pinehurst, N. C. Purves won by 4 and 3 in his match with L. A. Hamilton.

J. H. Windrum, who had a three stroke handicap advantage over his opponent, H. J. Frost, won the major trophy in the second thirty-two. The match was all even at the seventeenth and went to Windrum by 1 up when he sank a twenty-footer on the home green.

L. G. Suscipi, handicap twenty, won the chief trophy in the third thirty-two at the end of a twenty-seven hole match with W. F. Powers, handicap twenty-two. The summary:

First Thirty-two—Championship Eight—R. Murray Purves beat L. A. Hamilton, 4 and 3.

Second Eight—G. H. Williams (11), beat H. F. Harrison (12), 4 and 2.

Third Eight—M. C. Meigs (14), beat R. G. Maxwell (14), 2 and 1.

Fourth Eight—Clarence Cone (18), beat C. E. Johnson (18), 3 and 2.

Second Thirty-two—Winning Eight—J. B. Windrum (22), beat H. J. Frost (18), 1 up.

Second Eight—F. J. Ross (13), beat D. L. Hedges (14), 1 up.

Third Eight—F. L. Wurzburg (20), beat J. F. Woods (16), 5 and 3.

Fourth Eight—D. M. Stewart (12), beat W. H. O'Brien (20), 2 and 1.

Third Thirty-two—Winning Eight—L. G. Suscipi (20), beat W. F. Powers (22), 2 up (27 holes).

Second Eight—J. A. Migell (23), beat J. A. Dickson (24), 1 up.

Third Eight—Geo. N. Stearns (30), beat Ralph Trier (20), 3 and 2.

Fourth Eight—Will C. Izor (22), beat J. T. O'Brien (26), 2 and 1.

Fourth Sixteen—Winning Eight—C. W. Hoyt (30), beat J. A. Sullivan (26), 2 and 1.

Second Eight—Allen Fink (24), won from W. F. Brainard (25), by default.

The annual banquet of the League was held last Friday, and was attended by about 200 members. The most amusing of the many features of this occasion was a putting contest held among the four best putters of the tournament week.

The officers elected for the ensuing year are: President, H. R. Reed, of the Bankers Trust Company, New York; vice-president, Roy S. Durstine, treasurer of Barton, Durstine & Osborn, Inc., New York; secretary, C. A. Speakman, American Lithographic Company, New York, and treasurer, Eliot D. Moore, of the Moore Press, Inc., New York.

F. DeWolfe has become space buyer of the Klau-Van Pietersom-Dunlap, Inc., advertising agency of Milwaukee. He formerly served in a similar capacity with the Conover-Mooney, McJunkin and Critchfield agencies, of Chicago.

Dunlop Tire Corporation Reorganization

Pending financial reorganization, the Dunlop Tire & Rubber Corporation, with headquarters at Buffalo, N. Y., has temporarily discontinued its manufacturing, sales and advertising departments. Until January 15th, W. D. Humphrey was advertising manager.

It is rumored that when the plant starts again it will be financed by English capital and that an extensive program of publicity will be carried out. Re-opening is expected to take place about May 1st.

W. W. Chew Succeeds M. D. Hunton

W. W. Chew has been appointed manager of the Eastern office, at New York, of the San Francisco *Examiner*, Los Angeles *Examiner*, Chicago *Herald* and *Examiner*, and Boston *Advertiser*. Mr. Chew had been assistant to the former manager of this office, M. D. Hunton, who resigned to join Cone & Woodman, Inc., now Cone, Hunton & Woodman, Inc., publishers' representatives at New York.

A Shingle Advertising Campaign for Newspapers

Campbell, Blood and Trump, Detroit, have secured the advertising account of Beecher, Peck and Lewis, distributors of "Pasco" roofing products, manufactured by the Peck Asphalt Shingle Company, of Detroit. A campaign of newspaper advertising is being placed in the leading cities of Michigan, Ohio and Indiana and will later be extended throughout the entire country.

F. P. Spikins Advanced

Frank P. Spikins, who has been in the advertising department of the American Co-operative Publishing Co., Chicago, for the last two years, has been appointed advertising manager of this company's publications—The American Co-operative Journal and The American Co-operative Manager.

Cleveland Agency Has Equipment Account

The Ohio Equipment Company, of Cleveland, has placed its account with The John S. King Company, Cleveland advertising agency. Business magazines and trade papers will be used to advertise "Prest-Steel" lift truck platforms.

H. M. Krugler Joins "Needlecraft Magazine"

H. M. Krugler has been made Eastern manager at New York of *Needlecraft Magazine*, effective February 1. Mr. Krugler was for a number of years with *Modern Priscilla* at New York.

Milwaukee Agency Increases Copy Staff

The Burns-Hall Advertising Agency, Milwaukee, has added three new copy men—Finney Briggs, formerly copy writer with the Thielecke Advertising Co. and the Mitchell-Faust Advertising Company, of Chicago; William F. Schramm, who recently left the McJunkin Advertising Co., also of Chicago; and N. L. Telder, formerly of the Milwaukee Journal.

New accounts secured by the Burns-Hall agency include the following: The Sterling Motor Truck Co., of Milwaukee, copy for which will be placed in national and automotive mediums; the Disinfecting Co., of Indianapolis, which involves mainly the use of farm papers; the Weeks Manufacturing Co., of Milwaukee, maker of the Weeks reflow system, a device to control motor cooling; the Clearwater Citrus Co., of Clearwater, Fla., which contemplates a general advertising campaign in behalf of Florida fruit growers; and the School of Engineering of Milwaukee, which will use national mediums to advertise its course of correspondence instruction.

Advertising Club of New York Plans Big Entertainment

The first of a series of annual social events on a pretentious scale is planned by the New York Advertising Club on the evening of February 21 in the ballroom of the Hotel Astor.

Following a dinner at that hotel, entertainment will be offered by a number of professional actors, and by the presentation of a play written and acted by members of the club. Dancing will follow this entertainment.

An attendance of 1,000 is expected.

Redfield Has Brookmire Service Account

The account of The Brookmire Economic Service, Inc., which supplies information to business men and financial institutions, is now being handled by The Redfield Advertising Agency, New York. The advertising will appear in national business and financial publications and in newspapers.

A New National Advertiser

A new national advertiser, the Bifex Products Co., of Waukegan, Ill., manufacturer of the Bifex spring bumper for automobiles, has placed its account with Olson & Enzinger, Milwaukee advertising agency. Copy will be placed soon.

J. Van MacNair, formerly with the Butterick Publishing Company, New York, has joined the Drechsler-Pearl Company, Baltimore, Md., as manager of its advertising agency business. Mr. MacNair was at one time with the Crowell Publishing Company and the John F. Murray Advertising Agency, Inc., of New York.

Pictures in Swiss Advertising

"The Swiss have learned more thoroughly than the American manufacturer and seller," says Thornwell Haynes, U. S. Consul at Berne, "that no amount of expertly written description of anything, whether it be machinery, chocolate, a watch, or a music box, can tell the story as well as a good photograph. The principal reason of this is due, not so much to a greater imagination and artistic temperament, as to a conscious feeling that among so many different European languages a universal appeal has a greater and a more attentive audience. For example, to an American machinery company a visualization to the foreign buyer of American export machinery would certainly be of value in impressing non-technical men such as the average European board of directors. In fact, it has been known, also, to have the power to arouse even the interest of skilled engineers."

Mr. Haynes concludes, in a report to the Bureau of Foreign and Domestic Commerce, that American articles sold to Switzerland, as well as those sold throughout all Europe, yield themselves easily and readily to the photographic idea. "If the commercial travelers in the United States are now finding that the picture method yields such increased business," he asserts, "the analogous conclusion is that it would be as profitable in dealing with a buyer in Europe, Asia, or South America."

A Sample with the House-Magazine

In the December issue of *Printers' Ink Monthly* there appeared an article entitled "The Sampling Idea Applied to Catalogues." The article described how various mail-order firms attach actual specimens of merchandise among the illustrations of the catalogue to give the consumer a concrete idea of what he is getting for his money.

Since that time, *PRINTERS' INK* has received a copy of "The Columbian Crew," a house magazine published by the Columbian Rope Co., of Auburn, N. Y., which is published in the interests of jobbers and dealers.

In one of the articles addressed to the jobbers, explaining the binder twine situation, an actual sample of Columbian Standard Binder Twine is enclosed in a little tissue paper packet, which is pasted right on the page. The text matter does not interfere with the sample packet. It is an actual part of the page layout.

This is just another example of how the manufacturer can make his printed matter, no matter what it may be, a real salesman for the house.

M. W. Sohn, recently editor and director of publicity of *Motor Life*, New York, has been appointed editor of *Exhibitors' Trade Review*, a motion picture field publication of that city.

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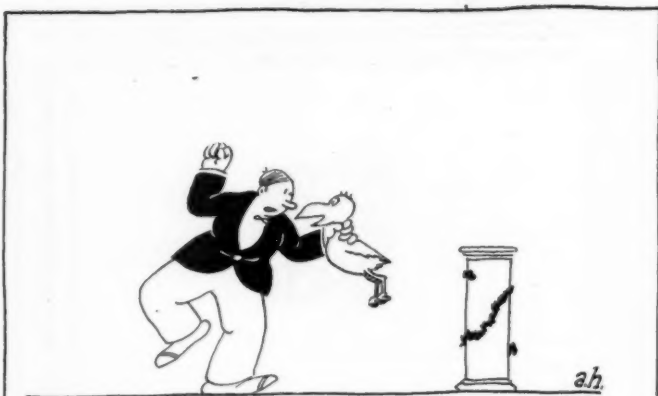
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In passenger car adver-
tising, the leading Min-
neapolis newspaper is
The Journal; in truck
advertising, The Journal;
in tire advertising, The
Journal. In all these
classes, during 1920, The
Journal led the second
Minneapolis newspaper
by 138,435 lines, or 22%

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee



*"Strike if you must this old grey head
but spare THE TREASURE CHEST" he said*

*The wise bird can't keep it a secret
much longer*

*Surely the fellow will refrain
from violence so's the bird will live
to tell the tale*

*Just as soon as the bird can
catch his breath again we
shall all know more about
'THE TREASURE CHEST'
and something tells us we'll
know by NEXT WEEK*

— a hunch is a hunch

Marketing New Garments Fills Slack Season for Mills

Then Consumer Advertising Makes It One of Main Products

By S. C. Lambert

IT is no little distinction to put a new garment for men on the market. Men are thought to be more conservative than women about the changes in their apparel. A half-inch difference in the width of a hat-brim, a few tones change of color, a little more or a little less fulness at the waist of the coat comprise most of the changes of style to which the well-dressed, conservative business man will submit. Changes more radical have to be addressed to college students and men of "sporty" inclinations.

The disappearance of the "plug" hat for everyday wear, adding the cuff at the bottom of the trousers leg and the substitution of the soft, colored shirt for the "boiled" white shirt are among the most prominent changes of men's styles in the last half century. The tan shoe has come in that time, the tails of the cutaway have been lengthened and shortened, the earmuff has come and gone, the Ascot tie has had the same meteoric experience, as has the male shirt-waist. The double collar has become almost universal, the union-suit very common, and the sweater has found a place in many wardrobes. Other minor changes have had little commercial effect upon the clothing business.

So, marketing a new garment for the adornment or comfort of the drab, conservative male may well be looked upon as a hazardous speculation. "Men are so funny," as expressed by a high-school girl, when trying to learn why male attire is so nearly colorless. Yet, as a prominent New York tailor expresses men's clothing ambition, it is to be comfortably, inconspicuously, suitably clad and to present a good appearance. The last qualification usually is measured by the similarity to other men.

Yet, inhospitable as men are to new garments, there is one that seems on a fair way to be quite generally adopted. It has been on the market now for six years and its popularity continues to grow. It was not introduced with the blare of trumpets or double-page spreads. A new kind of coat was too uncertain of popularity to make an expensive introduction feasible. Besides, it was the woolen mill that needed the coat, rather than the public—so far as could be seen.

FINDS AN UNFITTED NEED

The Swansdown Knitting Company, of Hudson, N. Y., was an extensive manufacturer of sweaters which persistently refused to move more than once a year. They sold in the fall and a few in the spring, but there was so little demand that they were classed as a one-season article. Various modifications of the design of the sweaters had not materially extended the market. Sweater-vests, sleeveless sweaters, light-weight sweaters, coat-sweaters and others had been tried by various manufacturers, all with the same result—plenty of fall business, but little for the rest of the year.

An investigation as to why men did, or did not, wear sweaters revealed that a light-weight coat, warm, comfortable, loose, without the stiffening of the ordinary coat, and that would present a better appearance than the ordinary sweater, and not have its clinging tightness, would be welcomed for house and office wear by a considerable number of men. A knit coat on orthodox-coat lines was projected, known as the Thermo Sport Coat. It was suitable for all the purposes mentioned and, in addition, adapted to hunting, fishing, golfing and other sports, and

could be worn under the regular coat as an added protection, either with or without an overcoat. It was more "dressy" in appearance than a sweater.

There was no apparent reason why it should not be used throughout the year more extensively than a house-coat. Furthermore, if it did prove popular, there was no indication that it would be of the fad order and soon be "out of style." It was first presented to the trade six years ago, along with sweaters. The few who saw and bought liked it and in some cases recommended it to friends. Dealers found that they had sale for those stocked, and reordered in small quantities.

The success of the first sales encouraged the mills to extend the trade advertising, and with larger advertising the dealer-response was gratifying; so much so, in fact, that the advertising to the trade soon reached the considerable cost of \$16,000 a year. At that time sales were progressing so satisfactorily that no general advertising was contemplated. Members of the firm had given it some consideration and decided in the negative. But a new man at the head of the advertising department began his work by looking for "spots" in the distribution. He found one right in New York, and persuaded the firm to try some local advertising.

An announcement in a rotogravure section brought some surprising results. It stimulated business to such an unexpected extent that the jobbers' stocks were soon exhausted, and as no provision had been made to replace them immediately, there was some embarrassment caused by the inability to get "Sport Coats," as they were called, to the retailers fast enough to supply those who came and asked for them.

The first insertions developed an account in one of the city's leading department stores. Having demonstrated the ability of advertising to bring up the light spots in distribution, the firm decided to try a national-consumer campaign, which is now in full swing.

The Appeal of an Advertising Club

The secretary of The Advertising Club of Neosho, Mo., has furnished **PRINTERS' INK** with an interesting analysis of the lines of business represented in the club membership of 142. The list includes many callings. It would be interesting to know if other clubs have made similar analyses. The Neosho club membership is made up as follows:

Auto Rep.	3
Bankers	5
Clothing	6
Dentists	2
Doctors	2
Dry Goods	2
Drug	4
Factories	3
Farmer	1
Furniture	2
Flour Mills	3
Grocers—Retail	5
Grocers—Wholesale	8
Hardware	5
Hotel	3
Lawyer	3
Lumber Yard	2
Insurance Agent	5
Ministers	2
Newspapers	5
Orchardists	6
Photographer	1
Restaurant	1
Real Estate	2
Seed Store	1
Telephone	1
Undertaker	3
Miscellaneous	56

Baltimore Women Elect Officers

On January 3 the Woman's Advertising Club, of Baltimore, held its annual election and the following officers were elected for 1921: Miss Katherine H. Mahool, president; Miss Margaret Hardy Randall, vice-president; Miss Mary Armiger, treasurer; Miss Hilda Van Lear Katz, secretary, and Miss Gertrude Tucker, member-at-large of the executive committee.

Work with and for Agencies

FRED R. DAPPRICH ADVERTISING AGENCY

RICHMOND, VA., January 10, 1921.

Editor of **PRINTERS' INK**:

I cannot help but express the appreciation of the extremely valuable work **PRINTERS' INK** has been doing for us advertising agents—particularly in the past year.

FRED R. DAPPRICH.

New Orleans Agency Has Railroad Account

The Chambers Agency, New Orleans, is preparing a series of informative institutional copy for the Louisville & Nashville Railroad and is placing the advertising in daily and weekly newspapers of the extreme South.



There can be no Dull Times in Washington, D. C.

Because it is the Government's workshop, and its mighty machinery never stops.

The nation's big pay roll filters through The Star into the coffers of its advertisers—the *one* and *only* medium necessary to reach this great army of Uncle Sam's employees at the Nation's Capital.

An advertising campaign in The Star is never speculative. The merit of the product is the only measure of its success.

**If there are things you want to know
about this market our Statistical
Department will gladly furnish facts
and figures.**

The Evening Star.

WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building



How To Test Copy in Advance

A Plan Being Used by Certain Manufacturers with Striking Success

ONE advertisement will sometimes send from three to ten times as many people to the dealer for your goods as another.

As a result, scores of advertisers are spending hundreds of thousands of dollars on copy appeals, the actual sales power of which could be increased several hundred per cent.

In order to meet this situation, we have developed a plan for checking the sales value of copy before it is used in expensive media.

Recently for one of our clients in the drug field we definitely established a style of copy which trebled sales for each dollar expended. The tests which established this fact cost less than five hundred dollars. Yet these tests have trebled the selling power of this client's copy in \$20,000 worth of space each month.

There is no question as to the accuracy of the results of these experiments. An explanation of the method used proves this beyond doubt.

Articles of small unit sale—specialties rather than staples—are most susceptible to this plan, although copy can be tested through a modification of this method on nearly all merchandise.

This is, we believe, the first successful attempt to apply the same acid tests to general advertising that have characterized successful mail order practice.

Any manufacturer interested in moving the maximum quantity of goods from dealers' shelves at the lowest advertising cost will find our story well worth listening to. We will also gladly send our little book, "The Tested Appeal in Advertising," on request.

Ruthrauff & Ryan, *inc.*, Advertising
404 Fourth Ave. at 28th St. New York

Chicago

Baltimore

The Detroit Free Press Leads the Field in National Advertising

During the year 1920, this newspaper led all competition in this territory in the volume of national advertising carried. The figures themselves tell their own story of preference.

A LEAD OVER THE DETROIT NEWS OF
62,986 LINES.

A LEAD OVER THE DETROIT JOURNAL
OF 1,804,068 LINES.

(Journal 6 days against FREE PRESS and News 7.)
In the Sunday field, with only one competitor—The Detroit News, the Detroit Free Press had a lead in national advertising of

76,048 Lines

The same measure of preference established by national advertisers for the Sunday Free Press, was echoed by local advertisers—the figures being more impressive with a lead over the Sunday news of

112,056 Lines in Local Display

There is no need to make comment on these figures—they are their own evidence that both local and national advertisers prefer a medium that gives them an individualized circulation reaching the best and the most of the real buying strength of Detroit.

The Detroit Free Press Sunday Rotogravure Supplement is conceded to be one of the finest in the country.

The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives:

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

Factory Band Idea as Aid to Personnel

Firm Capitalizes on Power of Music to Crowd Out "Fear, Pessimism, Grouches and Bolshevism"

By V. E. Healy

Manager, Personnel Department, Lyon & Healy

DURING the recent strike in the South Chicago and Gary steel mills the members of the various bands were the last to go out. In many cases they did not go out at all. All through the strike trouble, in fact, the bandmen were a steadying influence and formed the nucleus around which could be rallied many men who did not know whether to strike or not.

The reason for all this is that music has an effect upon the mind that leaves no room for fear, pessimism, grouches or Bolshevism.

The growth of the industrial band idea in the United States is one of the most interesting and important personnel developments noted in recent years. Employers of labor are adopting it as a first-hand aid in the ever-growing problem of how to handle men and increase efficiency.

The firm with which I am connected has used this as an advertising idea to help us in merchandising our band instruments. We have a department whose special business it is to study the latest development in the factory band proposition and help various industrial concerns in the organization of bands.

We have scattered the idea broadcast through our advertising in business journals and other mediums that reach the manufacturer. In the advertising we strive to arouse interest to a point that will induce the manufacturer to send for our descriptive literature. This tells in full detail the reason for factory bands, the experiences of many who have them and explicit directions for organizing and conducting them.

Through this propaganda we have caused bands to be started in industrial enterprises large and

small all over the United States.

Naturally we have sold many band instruments as the result. While this is not what I started out to write about, it might be said, I suppose, that our industrial band campaign is an example of far-reaching advertising whose appeal is as nearly 100 per cent complete as the best publicity skill knows how to make it.

The point of the thing is, a man isn't going to buy a thing from you just because you want to sell it to him or because the quality and price may be right. He has to be shown how he can use it profitably. A lot of publicity effort falls short in this particular respect. The eagerness to sell is so great that the selling efforts are direct and barehanded. The best results often can come from advertising in an indirect way. Show a man how to use your product. Get him thoroughly educated in what it can do. Give him some big idea that he can work out only with the use of goods like yours. Then sales are going to come as a matter of course.

SCHWAB'S BELIEF IN BANDS

In developing the factory band idea to a point where we were able to advertise and merchandise it in a resultful way we had in mind a remark made by Charles M. Schwab.

"Just as soon as I have anything to do with a plant," said Mr. Schwab, "I start music in it. You ought to see how proud the men are of their bands and how the steel boys will put out their chests when the band goes past and say 'look at our fellows.'"

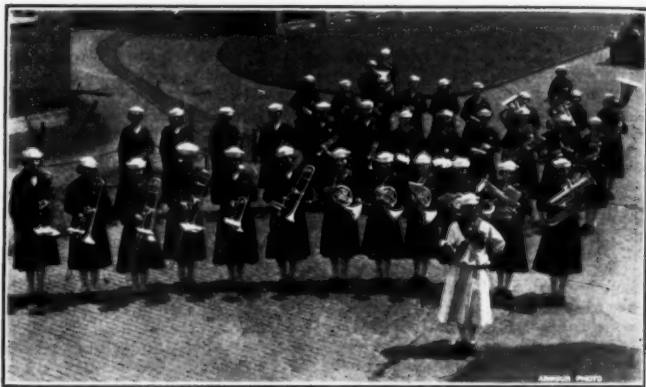
Mr. Schwab loves music for itself and makes it a part of his daily life. It is not surprising, therefore, that in the steel town

of Bethlehem they have noonday band concerts, various recitals and musicales and even a formal Bach festival. Mr. Schwab in his busiest times takes off one day a week for music. He says music is not only his rest from hard work, but furnishes him the incentive to continue the hard work. And so far as the effect of music on his men is concerned, he says that a band is more than an

to the smallest matter of detail.

An instance of the growth of a band from a small beginning is shown by the experience of the Chicago Telephone Company. Its band started with six men. Now the company has a fine band of twenty-five pieces, a students' band and an orchestra. More than 150 employees are enrolled.

Many departments of the telephone company are represented in



THE FAMOUS GIRLS' BAND OF THE ARMOUR ORGANIZATION

amusement—that it makes work easier and is a simple, pleasant method of increasing efficiency.

When a big factory owner is thoroughly sold on music as is Mr. Schwab, the advertising task of a campaign like ours is easy, indeed. But in some other instances the idea has to be sold like a piece of merchandise. The thing we concern ourselves with, therefore, is the selling of the idea. Get this over and the selling of the merchandise comes as a matter of course.

Seldom does a factory or other industrial enterprise start a band in a big way. It is pretty much a process of evolution. If we can plant the seed and succeed in having even a small start made we can rely upon the natural development of the idea to make the band grow. Thus we develop the whole working plan of the band down

the band. One of the finest clarinet players is a machinist and another is in the auditing department. A trombone artist spends his day climbing poles for the equipment department, while another is a bookkeeper.

One of the principal problems we encountered early in our advertising effort was to show factories methods of financing the bands and providing of time for rehearsals. Finally we got to the point of recommending that the band instruments in each case be owned by the company. This recommendation has been quite generally adopted. Some concerns require that rehearsals be held on the men's time, but they are always paid their regular wages when performing at public events during the daytime.

The Bethlehem Steel Company bought all the equipment for its

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band and even went so far as to build a band hall and clubhouse.

In the beginning the Chicago Telephone Company bandsmen owned their instruments, but later the company purchased such instruments as drums and the larger horns.

Membership is open to any one of the 5,000 male employees of the company. So eager are the men for admission that there is a big understudy list waiting for formal membership. Under the purely amateur nature of the band this is necessary. If a violinist or cornetist, for example, leaves the Chicago Telephone Company, he also must relinquish his position in the musical organization.

When the company owns the band equipment the band can be under the absolute direction of the factory management. This is the way it works out in the case of the four military bands organized among the employees of the Standard Oil Company of Indiana.

The employees asked the company to furnish the instruments and then they in turn placed the band under the absolute direction of the refinery superintendent. The band will not play except on such occasions as the superintendent may allow or request.

The company pays members of the band for the time they spend in practicing, provided the practice comes when they are on duty. But they are not paid when it comes during their leisure time. When the band plays in public each member gets his regular rate of pay.

The band idea got started in one of the Indiana refineries of the Standard Oil Company. It worked out so well that the three others got in line also. Thus we see the practical results that come from the careful following up of a well-conceived advertising idea.

One of the strongest arguments we can use in attempting to sell a factory on the band proposition is to show how music can aid in the control of unruly elements which often are to be found in the rougher class of employees.

Take, for example, the retail paper merchants of a big city—the newsboys. Not long ago I had occasion to pass a newspaper plant in an Eastern city. A hundred or more young excitable were waiting for their stock of papers. A policeman was vigorously wielding a switch trying to preserve a semblance of order. Many a youngster's legs smarted in good earnest before the papers were given out.

I could not help but think in contrast of the good effect gained by the Chicago *Daily News* newsboys' band. For thirty years this band has formed a part of the memorial parade. It formerly played for the G. A. R. detachment and now plays for the American Legion. The band not only has been the strongest kind of aid in disciplining the boys, but it has given a sound musical education to a class of youths who would hardly be able to obtain it otherwise. There are literally thousands of professional musicians in the country to-day who received their entire early musical training in this newsboys' band.

The newspaper furnishes the hall in which the band classes meet. It pays the salary of the bandmaster and buys all uniforms and instruments.

Otto Reichert, the master of the newsboys' band, was asked if he had much trouble with the unexplained disappearance of instruments. His reply rather indicates his system of training.

He said he talked to the boys in the beginning something like this:

"If you fellows want to do any roughneck business around here or walk off with any of our property you want to remember that I am no juvenile protective league. In other words, I get you."

In institutions like the stock yards where there is a conglomerate mixture of humanity, a good band is one of the most steady influences. We never tire of telling about the famous girls' band in the packing house of Armour & Company.

This was formed at first as the

Armour drum and bugle corps to do service in the various Liberty Loan drives and other patriotic affairs during the war. Teachers in plenty were found within the Armour organization. A veteran of the Spanish War trained the buglers. A national guardsman who had served on the Mexican border taught the drummers. An ex-drum major picked out and trained the leader in Sophia Dobson. Sophia was one of the best athletes among the plant girls and a good natural musician as well. She is of Polish and Lithuanian descent and commenced work in the butterine department. Every Liberty Loan in Chicago went over the top with Miss Dobson and her corps of alert business-like young musicians in navy blue and white uniforms swinging along at a step that would put to shame the mincing gait of the high heelers. Out of this organization grew the band, which now numbers fifty, with Sophia Dobson again as director. They work hard three evenings a week under professional instruction.

There are no weaklings in the number. There was no difficulty at all in finding candidates who could handle as well as play big bass instruments such as the tuba.

It is really an inspiration to hear this splendid band, made up of girls representing practically every European nationality. The young women are active, intelligent and happy in their work and play. They certainly give a pleasing impression of the modern type of woman factory employee.

We find a fruitful source of endeavor, also, among railroad employees and can point to the Erie road as a notable example of the proper working out of the idea.

About five years ago F. D. Underwood, president of the Erie, while making a tour over the Marion division of the road, stopped at Huntington, Ind. In surveying the situation there he suggested that the men might enjoy some organized play. Among the things he thought would be valuable was a band. A little

canvassing of the division showed a sufficient number of old-time bandsmen to start with twenty active members. At first they provided their own instruments or borrowed them. When President Underwood visited the division next time the band met him at the station and made such an impression that he decided the idea should be duplicated in other places.

Now the Erie has brass and reed bands fully organized in its New York general offices; Jersey City, N. J.; Port Jervis, Hornell and Salamanca, N. Y.; Meadville, Susquehanna, Dunmore and Stroudsburg, Pa.; Marion, Kent and Briar Hill, Ohio, and Huntington, Ind. Another is in process of organization at Galion, Ohio.

The company furnishes the instruments and uniforms. All members of the bands receive salary and expenses while off regular duty and playing for company events. They also are allowed to accept outside engagements and receive pay for them. The individual bands have made fine war records and since the war have given their services in community, social and welfare work.

In pushing this band idea we increase our business and profits. But we also give practical and valuable help to industrial concerns in their personnel problems. Every business ought to be helpful to others as well as profitable to itself.

Brooklyn Club Organized

The Advertising Club of the Brooklyn Chamber of Commerce was organized January 12 and the following officers were elected: President, H. H. Clark, advertising manager of the C. Kenyon Company; vice-president, Clifford H. Bishop, of Bishop, McCormick & Bishop; secretary, Grant E. Scott, executive committee, Robert W. Anthony, Church Extension Board of the Presbytery of Brooklyn; Bert E. Barnes, advertising manager of the Morse Dry Dock and Repair Company; P. B. Collison, of Collison & Klingman; Thomas V. Gould, advertising manager of Oppenheim, Collins & Co.; William H. Horner, advertising manager of Brooklyn Eagle, and W. Woolford, publicity manager of the Bank of America.

SPRING
shows a
93 %
GAIN
over 1920

Butterick Quarterlies

“PUT IT UP

Putting it up to Faulkner is what the leading agencies and sales executives are doing today!

Faulkner Service and Reference Library—

constitutes the most comprehensive source of statistical data obtainable. Backed up by a corps of trained statisticians and 185 field agents, it has already stood the acid test by meeting the requirements of those who demand absolute accuracy.

THE FAULKNER REFERENCE LIBRARY in ten compact loose leaf volumes, bound in cloth, contains reliable data comprehensively, yet tersely told, on every conceivable subject you will ever require.

This mass of statistics, covering every state and city of the United States of over 10,000 population, has not been collected hastily or thrown together haphazardly. Its alphabetically arranged subjects have been compiled with expert care and exactness.

Every fact has been secured from the highest authority available and the latest obtainable; the authority being given in every case. No guesswork or imagination enters the pages of Faulkner's Reference Library. **RELIABILITY HAS BEEN THE KEYSTONE OF THE ENTIRE STRUCTURE.**

Its scope has an amplitude of range hardly believable without actual examination of the books. If it's the nickname of a state; the deposits of banks and their resources; the frost free season anywhere; the trading periods for various articles of merchandise in states and cities; the days certain newspapers carry their largest lineage and why; the tax rate of a city in relation to the true valuation; charts showing the distribution of circulation of newspapers in any particular city; the latest advertising rate of any paper, trading area maps of any city or the retail and wholesale establishments (classified), and thousands upon thousands of other facts—they are all here for YOU.

Over forty thousand dollars has been already expended on this work, and many thousands will be spent yearly to keep this library up to date by inserts, and this added service costs you nothing extra; beside this the service of a splendidly equipped Research Department is always at a subscriber's call, ready to answer any question asked of it.

Edgar D. Shaw, of the Hearst organization, says of this library: "The information provided make a remarkable total of usefulness to anyone who wants to know the people and newspapers of this country. There can be no two opinions as to the value of this work."

Field & Flint, manufacturers of "Korrek Shape" shoes, say: "This library supplies a need that has existed ever since advertising assumed national proportions."

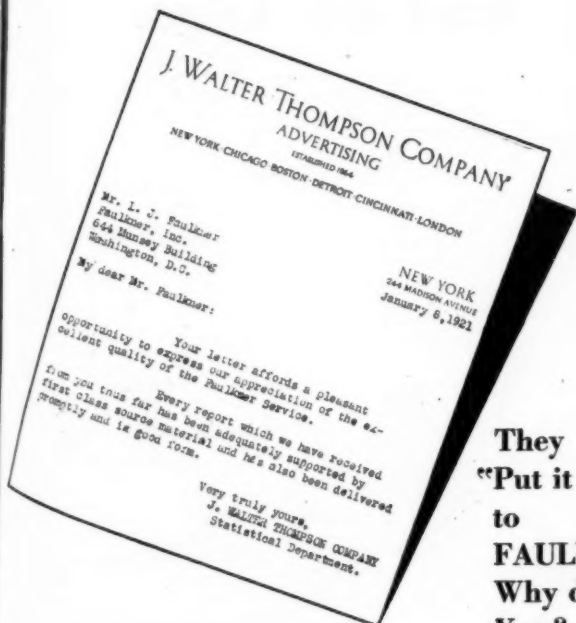
Special Offer

We will send you, free of expense and without obligation, Volume I and full particulars of this library and service. If, after five days' examination and use of this book you do not feel that this library and service will be a valuable adjunct to your organization, return the book at our expense.

FAULKNER, Inc.

644 Munsey Building, Washington, D. C.

UP TO FAULKNER!"



They
"Put it up
to
FAULKNER"
Why don't
You?

**Mr. M. Robert Herman, Vice-Pres.,
Albert Frank & Company, says:**

"In the short time that we have subscribed to your service, we have come to lean upon it in such a way that we now feel that you are part and parcel of our organization. It is extremely gratifying because of the fact that we entered into our original contract with you in somewhat of a skeptical frame of mind, but your service has been all, and even more than you claimed for it, and so thoroughly satisfactory that I

am enclosing herewith contract for our Chicago office."

Mr. Philip Ritter, Pres., Philip Ritter Co., Inc., says:

"We have been surprised at times with the seemingly unlimited information you have at your disposal and at the rapidity with which our questions are answered. We are, therefore, finding your service a valuable adjunct to our own Research Department."

SEE SPECIAL OFFER ON OPPOSITE PAGE

FAULKNER, INC.

644 Munsey Building, Washington, D. C.

Worthmore Bond and Ledger

INSURE to your business letters the respectful reception essential to interested consideration;—make them worth more by having them written on

WORTHMORE BOND

Insure to your business records ease of entry and of erasure, good ruling, neatness and legibility, together with a degree of ruggedness essential to permanency regardless of hard usage;—add to their worth by having them kept on

WORTHMORE LEDGER



THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn.

Is Advertising Too High in the Forehead?

Improvement of Esthetic Taste and Cultivation of Taste for Baked Beans Don't Mix

By Philip C. Gunion and Jack Tarcher

THE writers of this article in claiming that advertising is too highbrow fully realize that they are taking the unpopular side of such a question, but do so cheerfully in the interests of good copy and more resultful advertising. They also have the comforting assurance of a vivid picture of average American life as set forth in Sinclair Lewis' now famous novel, "Main Street," which time and again proves that their contention is correct.

To those advertising men who have not yet read "Main Street" a brief explanation will be necessary. Mr. Lewis furnishes it admirably in his introduction.

"This is America—a town of a few thousand, in a region of wheat and corn and dairies and little groves.

"The town is, in our tale, called 'Gopher Prairie, Minnesota.' But its Main Street is the continuation of Main Streets everywhere. The story would be the same in Ohio or Montana, in Kansas or Kentucky or Illinois, and not very differently would it be told Up York State or in the Carolina hills."

And personal observation by the writers tends to show that Main Street also runs through Boston, Mass.; Washington, D. C.; New Orleans, La., and other cities and towns much larger than Gopher Prairie—even through New York, the supposedly 100 per cent sophisticated. The fundamental population of these places is very similar to that of the smaller towns of which Mr. Lewis writes.

Ten editions of "Main Street" have been sold in two months—so much good literature could not have been absorbed in such a short time if the writer had not portrayed conditions as they actually are in the various strata of the

United States to-day. So much for the authority that we shall quote to substantiate our belief that advertising is too highbrow.

Advertising managers and art managers are very like Carol Kennicott, the central figure in the novel. They are looking always for something better, they have the full upper lip of the idealist and the cultural reformer. Splendid! But their zeal oft leads them into artistic perfection with sacrifice of commercial effectiveness, hence this discourse.

IS THIS SETTING TOO Highbrow?

Here's our first example—an advertisement for baked beans appearing in general advertising. Let's get down to the essentials first. Who eats baked beans; only a few thousands throughout the country who might be called the classes? No, canned baked beans to be a commercial success must be eaten by the general public. The men back of this advertisement seem, however, to have forgotten their public when it came to displaying their product, for the beans are shown resting in a Czechoslovakian china bowl, surrounded by similar china and backed by a samovar.

Now it's doubtful whether the general public knows samovars, and it's certain that they don't know Czechoslovakian china, for it was originated in New York City by a young Bohemian artist not a year ago, and its sudden fame, which has extended to the French Chamber of Deputies, has not, however, penetrated even the *classes* of this country!

And you answer, "But my dear fellow, whether the mahses appreciate Czechoslovakian china or not, it's good, it's in good taste and perhaps it will give them a little artistic uplift."

There are two ways to answer you, Mr. Highbrow Advertising Manager. First, are you paid to uplift the masses or to sell beans? Granted that you can do both it is still mathematically evident that with a given appropriation you cannot spend so much money on selling beans as you should if you are at the same time trying to educate the public to a taste for a new form of art. And we feel that your board of directors pays you to create a taste for their baked beans rather than a taste for the art of a talented young New York painter of china.

Second, Mr. Lewis has in "Main Street" proved conclusively, again and again, that strange things, no matter how good they may be, are accepted with suspicion by the American public or rejected entirely. Your baked beans do not look healthy to a woman in Gopher Prairie because she never saw such outlandish china as that in which your beans recline. It is not white china with a gold stripe nor yet is it her cherished "willow pattern," therefore she will be suspicious of your baked beans. Here's what "Main Street" says about it.

"When she dared to go shopping in her new checked suit with the black-embroidered sulphur collar, she had as good as invited all of Gopher Prairie (which interested itself in nothing so intimately as in new clothes and the cost thereof) to investigate her. It was a smart suit with lines unfamiliar to the dragging yellow and pink frocks of the town. The Widow Bogart's stare, from her porch, indicated, 'Well I never saw anything like that before!' Mrs. McGanum stopped Carol at the notions shop to hint, 'My, that's a nice suit—wasn't it terribly expensive?' The gang of boys in front of the drug store commented, 'Hey, Pudgie, play you a game of checkers on that dress.' Carol could not endure it. She drew her fur coat over the suit and hastily fastened the buttons, while the boys snickered."

We admit that her smart suit was better than the "dragging yel-

low and pink frocks"; we admit that Czechoslovakian china may be better than the willow pattern, but just as her smart suit was rejected as "queer," just so will your last minute china be rejected, and unfortunately your baked beans are so closely tied up with the "queer china" that it is doubtful whether they will find favor.

You cannot serve two masters. Either you must sell your beans and let the general public struggle on without a taste for new art or you must try to educate them and let the beans go begging. The beans that were sold because of that advertisement were sold in spite of the artistic display and not because of it. How much further you could have floated with the current if you had not chosen to buck it!

After all, the two big ideas for canned baked beans are appetite and economy. Put them in a homelike scene, make them, in copy and illustration, mouth-wateringly delicious and point out how economical and convenient they are and your fellow advertising managers will say you are unoriginal and trite—but your board will say, when they total up the profits and loss column, that you are a wonder!

SIMPLICITY SUCCESSFUL

The Little Schoolmaster told us in *PRINTERS' INK* for November 11 of an advertisement that must have been written by a man who knows Main Street, U. S. A., as well as Sinclair Lewis himself. It was an advertisement by Sears, Roebuck & Company for their Guaranteed Hosiery.

"There are no *smart* illustrations. There is a *wooden* reproduction of the package—*crude* hand lettered price blocks, etc."

But, Mr. Highbrow Advertising Manager, as you shudder, read on.

"—My wife saw the advertisement and read every word—these advertisements are certainly *selling the goods*—the 'pretty illustration' is oftentimes a rather expensive luxury."

Let's admit that this is the extreme swing of the pendulum—

ABRASIVE INDUSTRY

Grinding Expedites Locomotive Repairs

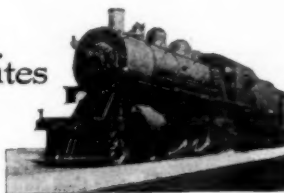


Fig. 1—An steel, Miller type storage locomotive

GRINDING machinery

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Fig. 2
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of approx
grinding, the work is
al stream of water.

The guide bar is held in a special

In The Railroad Field

ABRASIVE INDUSTRY, from month to month, tells how grinding equipment is used in shops and on the road. The economies effected through the use of modern grinding practice materially reduce the railroads' annual maintenance budgets. Frequent illustrated articles, practical and authoritative, present new ideas for expediting both new and repair work.

ABRASIVE INDUSTRY is the only practical publication devoted exclusively to the development and refinement of grinding practice in all industries. It covers every branch of grinding involving the use of abrasive materials.

Published Monthly on the Fifth.

Advertising forms close on the tenth of the month preceding.

ABRASIVE INDUSTRY

A Penton Publication
Penton Bldg., Cleveland

220 Broadway, New York Office Bldg., Pittsburgh Peoples Gas Bldg., Chicago



FIG. 2—GRINDING BARS ARE HELD IN A SPECIAL SYSTEM AND FEED PART THE WAY OF A RING WHEEL



“Hello! What’s This?”

It caught Mr. Busy Man’s eye—this crisp, brightly-colored sheet of Hammermill Cover, with its news of change in prices.

When you’ve got an important piece of business news to send out, make sure it’s going to get the attention of those you send it to.

A good way is to pick out one of the colors in which Hammermill Cover is supplied, and ask your printer to use this dependable, low-priced stock. You’ll be more than satisfied.

Samples and full information on request. Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

the success of this crude advertisement points the way to the selling copy that advertising clear-thinkers tell us we must have today. Use good composition, good illustrations, good copy, but talk to your public—not to your fellow Highbrow Advertising Managers.

A CROSS SECTION OF ANYWHERE

Here's a tabloid picture of the "Main Street" of the average town in the United States. It's just what Carol Kennicott found in Gopher Prairie:

"She trailed down the street on one side, back on the other, glancing into the cross streets. It was a private Seeing Main Street tour. She was within ten minutes beholding not only the heart of a place called Gopher Prairie, but ten thousand towns from Albany to San Diego!

"Dyer's Drug Store, a corner building of regular and unreal blocks of artificial stone. Inside the store, a greasy marble soda-fountain with an electric lamp of red and green and curdled-yellow mosaic shade. Pawed-over heaps of tooth brushes and combs and packages of shaving soap. Shelves of soap cartons, teething rings, garden seeds and patent medicines in yellow packages—notorious mixtures of opium and alcohol, in the very shop to which her husband sent patients for the filling of prescriptions.

"From a second-story window the sign 'W. P. Kennicott, Phys. & Surgeon,' gilt on black sand.

"A small wooden motion-picture theatre called 'The Rosebud Movie Palace,' Lithographs announcing a film called 'Fatty in Love.'

"Howland & Gould's Grocery. In the display window, black, over-ripe bananas and lettuce on which a cat was sleeping. Shelves lined with red crepe paper which was now faded and torn and concentrically spotted. Flat against the wall of the second story the signs of lodges—the Knights of Pythias, the Maccabees, the Woodmen, the Masons.

"Dahl & Oleson's Meat Market—a reek of blood.

"A jewelry shop with tinny-looking wrist-watches for women. In front of it, at the curb, a huge wooden clock which did not go.

"A tobacco shop called 'The Smoke House,' filled with young men shaking dice for cigarettes. Racks of magazines and pictures of coy fat women in striped bathing suits.

"A clothing store with a display of 'ox-blood-shade Oxfords with bulldog toes.' Suits which looked worn and glossless while they were still new, flabbily draped on dummies like corpses with painted cheeks.

"Sam Clark's Hardware Store. An air of frankly metallic enterprise. Guns and churns and barrels of nails and beautiful shiny butcher knives.

"Chester Dashaway's House Furnishing Emporium. A vista of heavy oak rockers with leather seats, asleep in a dismal row.

"Billy's Lunch. Thick handleless cups on the wet oilcloth-covered counter. An odor of onions and the smoke of hot lard. In the doorway a young man audibly sucking a toothpick.

"Ye Art Shoppe, Prop. Mrs. Mary Ellen Wilks, Christian Science Library open daily free. A touching fumble at beauty.

"The State Bank, stucco masking wood.

"The Farmers' National Bank. An Ionic temple of marble. Pure, exquisite, solitary. A brass plate with 'Ezra Stowbody, Pres't.'

"A score of similar shops and establishments.

"Behind them and mixed with them, the houses, meek cottages or large, comfortable, soundly uninteresting symbols of prosperity.

"In all the town not one building save the Ionic bank which gave pleasure to Carol's eyes; not a dozen buildings which suggested that, in the fifty years of Gopher Prairie's existence, the citizens had realized that it was either desirable or possible to make this, their common home, amusing or attractive.

"It was not only the unsparing, unapologetic ugliness and the rigid straightness which overwhelmed

her. It was the planlessness, the flimsy temporariness of the buildings, their faded unpleasant colors. The street was cluttered with electric-light poles, telephone poles, gasoline pumps for motor cars, boxes of goods. Each man had built with the most valiant disregard of all the others. Between a large new 'block' of two-story brick shops on one side, and the fire-brick Overland garage on the other side, was a one-story cottage turned into a millinery shop. The white temple of the Farmers' Bank was elbowed back by a grocery of glaring yellow brick. One store-building had a patchy, galvanized iron cornice; the building beside it was crowned with battlements and pyramids of brick capped with blocks of red sandstone."

That's the realist novelist's picture of the place where your general public lives, Mr. Advertising Manager.

IMAGINATION AT A DISCOUNT

Don't think that the baked bean advertisement is our only example of how we are shooting over the heads and consciousness of our buyers. Here's a player-piano advertisement that is similar. This player-piano is surely not meant for highbrows only, for it is advertised to millions and it is an upright, and we all know that highbrows now demand grands.

The copy is 100 per cent correct. It's selling copy, with enough emotion in it to interest and to create a desire.

"Sit down at Our Player-Piano in the darkened room—free from all outside distractions—revel, etc."

That's good copy that will get into Sam Clark, Ezra Stowbody, or any other member of G. P.—Gopher Prairie or General Public it's all the same. It will make him want to own your player-piano. But the illustration! A painting showing a beautiful nude (spirit of music?) dancing in a sunlit wood. We agree with you, Mr. Advertising Manager of the bulging brow, when you say, "Nice, very, very nice, indeed," but don't forget that you want

your player-piano in the millions of homes of our G. P., and such a painting would not be given house room by any but the most advanced in thought. They will look at such works of art in museums; in fact, they will travel thousands of miles to be shocked by them. But in their own home? "I guess *not!*"

This advertisement, just as the baked bean advertisement, will probably sell player-pianos, but it will be the copy and the merit of the product rather than the illustrations that will deserve the credit.

Ah, here's a delightful advertisement for a vacuum cleaner. A wonderfully clever picture of a very small part of a very smart home. A soft focus photograph showing the vacuum cleaner on a fine rug, near two carved Roman urns holding boxwood trees. Nothing more, nothing less—an exquisite little picture of a rich man's home—but a rich man's wife has servants to do her cleaning, breathing, etc., while the copy appeal for this vacuum cleaner is to the woman who does her own work and would like to have it "done by noon."

The women who wield their own vacuum cleaners do not have boxwood trees in Roman urns—the children would pick all the leaves off, and besides they're an expensive luxury. But they do want clean homes and easy-to-keep-clean homes, and if your illustration helped the copy show how effective and convenient your vacuum cleaners are they'd buy, and after all that's your whole job—to make them buy.

When you read "Main Street" you will find that it's awfully hard to educate the general public or to change them by even a jot or tittle.

After attending several parties given in the good old Gopher Prairie style, which she found to be not quite as lively as a prayer meeting, Carol gave a party of her own. By clever maneuvering she got them to play a very unconventional game (you will be interested in reading about this

Sell Prospects When They Are in the Mood to Buy

When a prospective customer comes to the salesman for information, he is in the *buying mood*.

Imagine an entire community of prospective customers, reading one newspaper every morning for *all* the news of *all* the markets. They are the readers of the Chicago Journal of Commerce, who are *always* in the buying mood.

A young paper, clean and growing vigorously—"a business paper for business people"—whose clientele represents the *concentrated buying power* of Chicago and the entire Middle West.

Its readers buy high-class merchandise both for business and personal use. Because of their position and experience, they are exceptionally responsive to the sales argument that describes *quality goods*. They are ready for YOUR mesasge.

Chicago Journal of Commerce

—AND DAILY FINANCIAL TIMES—

108 South La Salle Street, Chicago

ANDREW M. LAWRENCE
Editor and Publisher

GLENN GRISWOLD
Business Manager

What do you Expect *from* Your Printer?



Speed

DELAYS in the various phases of production of printed matter frequently place the burden of final speed on the printer.

Goldmann Service takes care of such emergencies adequately without sacrifice to the finished product. A competent organization, backed by ample equipment, gives us resources beyond the ordinary.

Night and day service, if the necessity warrants it.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Sixteen Seventy Six
TELEPHONE FRANKLIN 4520



game) which got them excited and so beside themselves that they had a wonderful time with Chinese costumes, Chinese food and an imitation Chinese orchestra led by the editor of the *Weekly Dauntless*. As they left they asserted that it had been "the nicest party they'd ever seen—my! how clever and original." She felt she had awakened them—had accomplished something, but—

"The week after, the Chet Dash-aways gave a party. The circle of mourners kept its place all evening and Dave Dyer did the 'stunt' of the Norwegian and the hen."

So, Mr. Highbrow Advertising Manager, that's what we mean when we say that you can't, in justice to your stockholders, educate the general public and sell player-pianos or baked beans at the same time—on the same appropriation.

And now we hasten to the rescue of the advertising manager, for we really feel that he is not the guilty party at all, unless being acted upon by circumstances be evidence of guilt.

In the years just passed, selling copy, selling advertisements as a whole have not been in demand. Our factories could not placate those who had ordered and not received, new outlets were not desired, but the name and prestige of the product and the company must be preserved through advertising if expensively gained ground was not to be lost. So the word went forth to the advertising manager. "Here's your appropriation—play up Our Product, Our Company, Our Industry, but for goodness sake don't ask them to buy now."

There's one force that acted upon the poor advertising manager—the other force is the art managers and artists. Soon visualizing the possibilities open to them in this changed attitude of advertisers these men of artistic temperament showed the advertising manager where this was his golden opportunity to make a name for himself as a highbrow among those most high of brow.

Soft focus photography, weird tonal effects, intricate, delicate, profligate layouts, 90 per cent white space, lots of imagination; what a wonderful opportunity to do things as they should be done (from the idealistic standpoint) instead of the old commercial, art-stifling manner!

And you and I, and all of us, fell down, while institutional, allegorical, biographical, artistic, advertising triumphed over us!

HOMELY COPY STILL APPEALS IN GOPHER PRAIRIE

No, not all of us, for some kept their heads throughout the period of inflated prosperity. Here's an advertisement for a dentifrice, soaps and toilet waters, showing Santa Claus, a chimney, a fir tree loaded with snow, and on the old gentleman's back a bag of Christmas presents, among them being the products of the advertiser. Whatever you say concerning triteness and bourgeoisie, Mr. Art Manager, this advertisement will be received without question into the hearts of millions of our best people and they will buy this advertiser's products for presents.

And here's an advertisement for prepared cocoanut. Big reproduction of the can in original colors, big reproduction of the box in original colors, big cocoanut covered cake, one slice missing (perhaps via small son), name of product in vivid red, and copy that tells why the milk in a cocoanut is as important as the juice in an orange!

Knock, knock, you of the bulging brows, but the advertising manager who created that advertisement well merited the confidence imposed in him; he'll sell prepared cocoanut when Czechoslovakian art is relegated to the past by you because "it's not done any more."

What, oh, Art Manager, do you think of the colored reproductions of paintings that appear in some of the women's magazines? We know they don't meet with your approval, but do you realize that millions of readers buy extra copies of these reproductions, frame them, and place them in

their homes? Their homes—that's an important brace of words for any advertising manager, because, after all, advertising's whole problem is to get your product into their homes.

Let us, then, bring this diatribe to a close by repeating our belief that advertising is at present far too highbrow and let us call upon advertising managers to awake, crush down the impractical, idealistic art managers and restore to its rightful place the good old reason-why, descriptive, simple advertising so strongly advocated by Old Man Specific. And those who know say, "Display the price."

Be as high in the brow as you please when in the advertising club, the studio and the conference room. But when you sit at your desk, face to face with the task of selling your product to the Dave Dyers and the Mrs. Bogarts of America, get your feet and your brains on solid earth and tell them your story in their own way, the nearest possible you can come to their own way. Read Sinclair Lewis' "Main Street." It's a wonderful analysis of your markets and the people in them. Besides it's just about the best of American literature and may uplift you a little.

Foreign Advertising to Be Ex-hibited at Atlanta

The active co-operation of the Department of Commerce and the Bureau of Foreign and Domestic Commerce has been secured by the Exhibit Committee of the Associated Advertising Clubs of the World to help carry out plans for an exhibit of foreign advertising at the Atlanta convention of this association in connection with foreign exhibits.

Twenty-four of the commercial attachés of the American Embassies in foreign lands are assisting the Associated Clubs in gathering examples for this exhibit.

New York Agency Men Meet

The New York Council of the American Association of Advertising Agencies held its monthly luncheon meeting on January 14 with an attendance of over 400. Louis K. Liggett, president of the United Drug Company, and Dr. Alonzo R. Petty addressed the meeting. Mr. Liggett's address is reported elsewhere in this issue.

Palmolive Advertising to Exceed All Previous Years

"We are going out now to spread the gospel of optimism and make the dealer and public understand that there is no real foundation for the depressed attitude of mind so prevalent to-day," said J. W. Kiloran, sales manager of the Palmolive Company, Milwaukee, at a meeting of salesmen covering Mid-West territory in Milwaukee recently. "Next year our advertising campaign will be the greatest ever, it being planned to exceed previous appropriations. Conditions are very good in the soap business. The price of soap is stable. People always have to buy soap."

Several of the salesmen attending the meetings asserted that salesmen of specialty manufacturers have their greatest opportunity in encouraging the retailer at this time. The traveling men should be equipped with broad knowledge of business conditions, in addition to knowing the advertising and sales co-operation plans of the house. As one stated: "The salesman of a soap concern shouldn't let the dealer beat him to it. For example, if the retailer has memorized all the recent drops in prices on various articles, instead of talking buying as usual, let the salesman be informed on such subjects as fundamental soundness. Show him how rents and other overhead have not fallen and that it costs as much to dress windows as before. Therefore, get all the business possible, never be out of goods, and work for quick turnovers all the time. Keep up sizes, colors, etc. The very fact that many stocks are smaller than usual makes it necessary to keep all lines complete. The man who wants a No. 10 shoe cannot use sevens."

Newspaper Campaign from Col-ton Agency

George Borgfeldt, New York, a national distributing organization is introducing a new household convenience, "The Little Ash Man" ash barrel truck. Advertising is being placed in newspapers by the Wendell P. Colton Company, New York.

A. H. Noyes Associate Advertising Manager

Alfred H. Noyes, formerly production manager of Barton, Durstine & Osborn, Inc., has been made associate advertising manager of the *Messenger of the Sacred Heart*, New York, of which John A. Murray is advertising manager.

Tire Publications Merged

Vulcaniser and Tire Dealer, Chicago, has been absorbed by *Tire Trade Journal*, published by The Gardner, Moffat Company, Inc., New York, the combination taking effect in the January issue of *Tire Trade Journal*.

To MANUFACTURERS and
to their ADVERTISING AGENTS

\$22,920

Buys

12 full pages in ATLANTIC MONTHLY
12 " " " CENTURY MAGAZINE
12 " " " HARPER'S MAGAZINE
12 " " " REVIEW OF REVIEWS
12 " " " SCRIBNER'S MAGAZINE
12 " " " WORLD'S WORK

72 full pages—a complete and comprehensive

**FULL YEAR CAMPAIGN to reach
THREE QUARTERS OF A MILLION
of The**

**QUALITY GROUP
HOMES**

**NOW AS ALWAYS THE MOST
ECONOMICAL AND EFFICIENT ADVERTISING
MEDIUM IN AMERICA—BAR NONE**

\$22,920⁰⁰
72 PAGES
750,000 HOMES

EXECUTIVE OFFICES NEW YORK 347 FIFTH AVENUE



DETROIT, Chicago,
New York—the
three great strategic
distribution and adver-
tising centers—a fully
equipped organization
in every one—if you
let us assist you.

CAMPBELL-EWALD COMPANY

Advertising

CHICAGO

DETROIT

NEW YORK

Why Do Publications Preach Pessimism?

A Better Understanding of Fundamental Facts Needed in the Editorial Columns of Our Periodicals

By a Prominent National Advertiser

WHEN is a pessimistic publisher an optimist? That is an unasked question which is easily answered by any national advertiser: "When the publisher sends his advertising solicitors after business."

Careful reading of most publications which pretend to portray business conditions leads one to believe that the country is going to the dogs rapidly, business is on the decline, and that the poor consumer not only won't have a leg to stand on, but even the chair on which he sits will be taken away from him. And the optimistic advertising solicitor, armed with a copy of his newspaper or periodical carrying this article, blithely enters our front office, spreads out his publication with the pessimism slapped all over it in leading position, shows us what a wonderful publication it is, and says, "Now, let's get together and draw up a 1921 schedule."

Any man who has had training in the editorial end of publications knows that the surest way to breed a state of mind is to hammer on one subject for a period of time. Witness the crime crusades in the metropolitan papers; note the muck-raking campaigns of several years past in various magazines. The two most recent nation-wide states of mind—prohibition and suffrage—were brought about by carefully planned schemes of publicity and advertising. Suffrage particularly was put over by one of the best laid campaigns that ever was inaugurated. Every woman is potentially an advertiser. I don't think that this point needs elaboration. And when she turned her attention to suffrage, it was bound to get across. If some of our anti-prohibitionists want to

succeed in their plan for beer and light wines, my suggestion would be to hire some of the women who put suffrage across, and there might be some chance of success.

The consumer's present state of mind is largely negative. He picks up his pet magazine, reads an editorial on the value of thrift and the necessity for saving now that the country is facing a crisis. Farther along, John Cold Figures, a leading exponent of commercial research, has an article on how much poorer people are this year than they were last year, even though the spending power of the dollar has been enhanced in the last six months. John backs up his statement with one or two charts which he, possibly, understands.

EFFECTIVE RIGHT DOWN THE LINE

After Mr. Consumer has finished reading it, he sends back the tailor's samples lying on his desk, and has last year's suit pressed. And then he turns to the advertising pages of the magazine and reads about somebody's rust-proof bacon and thinks what a joy it would be to have a whole piece of bacon in the larder at once—and then decides that it might be better to buy it a slice at a time.

Or, he reads that "blue Monday" is banished by buying Smith's famous washing machine that requires no soap—and decides it is easier to dig up \$4.50 a day and carfare for the laundress than to dig up \$250 all at once, even though he has the money in the bank.

But newspapers and magazines of general circulation are not the only ones with pessimistic voices. Other publications for weeks and months past have been telling the farmer how terribly hard up he is, that he has no money, that he

needs Government aid to tide him over this critical time, and that he must "organize to get his rights." All of which may be true; and yet, according to no less an authority than the Comptroller of the Treasury, there is between twelve and thirteen billion dollars of farmers' money on deposit in the country banks scattered throughout the country; and that, according to *Farm Life*, approximates \$2,000 per farm of money in the bank, and a big share of this year's crop unmarketed.

All of us who are in business have taken losses, some more than others, of course. The wise business man, when war prosperity was at its height, put away as much of his war profit as he could, simply because he had learned the law of gravitation—that all that goes up must come down. The surplus thus accumulated has helped in many instances to tide over the depreciated inventories, returned goods and dormant accounts of thousands of business houses.

The bank deposits of the United States for the latter part of October and November, according to figures compiled at the United States Treasury, totaled \$41,714,075,000. The new census figures give the United States a population of approximately 105,000,000. That is a total of practically \$400 per person.

Certain figures compiled by some of the John Cold Figures of the United States, and published in some of our newspapers recently, were to the effect that there were approximately one million persons out of jobs in the country on December 1. The average human mind gasps at the million figure, and yet with a million men out of work, that is less than one per cent of the population of the country. And surely we are not going to the dogs when only one per cent of the population is not working!

We will admit, for the sake of John Cold Figures' peace of mind, that all of the 100 per cent of population are not of the working

age. We will even go as far as to guess at some of his own figures and to admit that only 25 per cent of the population works. And even then, with a million men out of work, it would still be less than 4 per cent that were jobless.

It would seem that if the publisher in the United States really desired to help business, he would cut out the panicky note in his editorials, the scare headlines on the jobless situation, and get down to some hard, cold facts. If he cannot be enthusiastic about the situation, he can at least be sane.

Here is what one New York paper said in the opening paragraph of a labor story, December 17:

"There is more unemployment in this city and State at the present time than at any period since the armistice. Employment agencies report there are fifty to one hundred applicants for each job, and that the ranks of the unemployed are swelling every day. Dr. David F. Flynn, representative of the State and Federal labor departments, declares one of every five workers in the State is out of work, but asserts there is no cause for alarm."

And on that day that same paper carried approximately eighty-seven columns of appeals to its readers to buy.

Some of us at least who have to do with the advertising of commodities want to continue to advertise. Those of us who have any conscience at all cannot consistently recommend advertising to our boards of directors when the buying public is being placed in a non-buying state of mind by the very mediums which solicit us to spend our money.

Journalist Joins Denver Agency

Hugh O'Neill, for many years editorial writer for the *Denver, Colo., Post*, has become a member of the staff of the Barker-Condon Advertising Agency, Denver. In 1906-1907, Mr. O'Neill was a member of the editorial staff of the *Kansas City Star*; in 1912 he was associated with the *World's Work*, and in 1913 chief editorial writer of the Munsey group of newspapers at Washington, D. C.

(Comparing 1920 with 1919)

The St. Louis Star Gained More Than 3,000,000 Lines of Paid Advertising

Published Six Days a Week, The Star's Gain in Local Display Advertising Was GREATER than the COMBINED Gains of BOTH 7 Day Competitors.

Local Display Comparisons

THE STAR.....	(6 Days)	Gained 9,456 Columns
Post-Dispatch	(7 Days)	" 5,892 "
Globe-Democrat	(7 Days)	" 3,268 "
The Times	(6 Days)	" 3,631 "

Total Advertising Comparisons

THE STAR	(6 Days)	Gained 10,123 Columns
Post-Dispatch	(7 Days)	" 6,632 "
Globe-Democrat	(7 Days)	" 4,869 "
The Times	(6 Days)	" 3,354 "

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.



National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York



A TRIP through our plant would enable you to understand better why so many people rely so implicitly upon P. & A. Service. You would understand better, then, why it is possible for us to give such excellent service day after day. And you would also understand why P. & A. stereos, mats and electros are of such uniform high quality. Whether in town or out you can use P. & A. Service to advantage. Why not begin now?

Partridge & Anderson Company

Stereotypes • Mats • Electrotypes

712 Federal St., Chicago

The Psychology of Consumer Preference

What Is It That Induces the Buyer to Give Preference to Certain Products?

By Russell B. Kingman

President, Purity Cross, Inc.

OF course, the greatest creator of preference is advertising, in the accepted practices of national or local publicity. But general advertising for his brand is usually impracticable for the average canner. So I am going to confine myself more or less to ways and means which may concern not national advertisers so much as all canners.

As related to canned foods, let's define psychology. "What is there about some products, some packages, some brands, or what are other special considerations that influence preference for a given product?"

A test in the psychology of consumer preference was recently made and resulted in the following table of persuasiveness. Out of a possible 100 points the appeals ratio was as follows:

Healthfulness	92
Cleanliness	92
Appeal to appetite.....	82
Quality	72
Reputation of firm.....	58
Guarantee	58
Economy	48

Let us start at the consumer, and trace back to the producer. Canned food purchases may be divided into two great classes:

1. Those staples which are bought from daily *habit*. For such a product a woman will not usually shop around.

2. A staple or a specialty bought with *thought*, for a special occasion, for a guest, or a special purpose. For such a product a woman shops, and buys with greater care.

It is the staple canned foods that concern us here for the

Portion of address before National Canners' Association, Atlantic City, January 17.

most part, so we are concerned especially with this "habit" purchase. The maker of a staple product would do well to conform as closely as possible to established consumer custom. But the man who can thus conform, but add a point of preference, even a slight preference, may enjoy in what is the vastness of American staple markets both a tremendous outlet and an almost impregnable position. To change a food habit is as difficult as to create one. Witness the Soya Bean, or Onion Salt, or Dehydration, which however worthy or economical, has had to meet the barrier of food habit. It took a world war to compel the use of vegetable shortenings. But this matter of "habit" is the greatest protection to a worthy canner's brand, or to the man who is entitled to the protection of an idea sufficiently practical and original to compel, for him, consumer preference to the extent of habit.

THE FACTORS INVOLVED IN CONSUMER PREFERENCE

The factors conducive to consumer preference for any canned food may be divided into three general classifications:

1. The package and product.
2. The trade.
3. The manufacturer.

In the package, the most natural thing to think of is giving a larger package for the money. The large can may arrest the eye of the women in search of bargains. But a large package is not always appreciated. A certain manufacturer of a staple breakfast food having unusual facilities for turning out his product cheaply, put upon the market a package twice the size

for the same price. At first thought it would seem that double the quantity, and the consequent saving would double the sale. It developed that simply on account of consumer habit, it did not sell as might be expected. It isn't always price—witness the recent canned food declines which have not materially increased consumption. Why? Because the consumer habitually buys staples when *needed*, and thus does not always buy a can of tomatoes because cheap.

Again, the size of package depends upon the nature of your retail outlets. A big can for the money would influence consumer preference in the poorer sections, whereas a big can might arouse suspicion as to quality if your outlet is largely among the better grocers.

The shape of the package has been found, psychologically, to have an interesting effect upon the consumer. Twenty people were blindfolded, given a two-second glance, and again blindfolded. It was found that *height* rather than diameter, upon two cans of same cubic contents, proved uniformly preferable to the low or squat can. When in doubt, then, choose a high can.

Any really novel shaped staple can is out of the question, because of mechanical limitations, sealing operations, and what would be the increased expense of the can. But the value of an especially shaped can perhaps offers opportunity to the inventive or creative canner. Particularly the members of our syrup section know the notable Log Cabin Syrup can. The Log Cabin Syrup tin, by its shape and lithography, suggests the maple forests, and who cannot recall the delightful cool fragrance of a maple or pine forest? Thus does the imagination contribute to the appetite. Here we have a package that actually creates relish for its contents.

Next we come to the label. Here we have one of the greatest opportunities within the reach of any and every canner. Given

a No 2 can. Externally this package is exactly the same whether it contains a sub-standard or an extra fancy grade. The label, then, is often what attracts a customer for the first time. If your quality is right, it will do the rest.

When you were young, why did you rig yourself out so carefully when you went to call upon your best girl? It was because, whether you considered yourself a "standard" or an "extra standard" you wanted to appear "extra fancy." You wanted her to fall in love with you, and quickly! Every man here would like to have the consumer fall in love with his product at first sight. Still when a product goes forth to court the consumer, some insist upon dressing it in overalls, in the garb of "Way down yonder in the cornfield."

THE POWER OF INFLUENTIAL CONSUMERS

In my study of the retail grocer, I have come to believe that he unconsciously follows largely the desires and preferences of the two or three women whom he considers his star customers. Let one of these women praise an article and that grocer is strong for it. Let her complain, and it is difficult to undo his prejudice. Let one of these women call for a certain brand, and he will put it in. But let several of his more ordinary customers call for a brand over and over again, and that retailer will probably lend a deaf ear!

When it came to placing the first order for Purity Cross labels, one of the largest and best known label companies informed me that I was wild to want such a label. But to have followed his advice, would have been to accept the typical label, one of the many, and one which would not particularly inspire consumer preference. Though we had to do it quite contrary to advice, we adopted a very practical label from the noted French Rococo period of design, and these labels have delivered a

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**EVERGREEN
TUBES**

All the old ideas of how good a tube should be are upset by Falls "Evergreen" tubes.

Others may copy the color but it takes more than green color to make a tube "Evergreen."

THE FALLS RUBBER CO.
CUYAHOGA FALLS, OHIO

THE dealer is a factor in selling to which The Fidelity Advertising Agency always pays particular attention. The manufacturer often flatters himself that if the consumer calls for his product the dealer will stock it. But the fact is that the enterprising dealer usually succeeds in selling the line that he carries.

It is a splendid thing if consumer inquiry and dealer co-operation coincide. But we always recommend that the dealer's support be gained

first. The enthusiasm of Falls Rubber dealers is a case in point. The Falls Rubber Co., with our assistance, began its advertising at the beginning—and thus laid a splendid foundation on which to build a steady, dependable volume of sales.

If your dealers are lined up already, we can help you to make their sales easier; if they are not, we know how to interest them in your proposition in the most direct, economical manner.

THE FIDELITY ADVERTISING AGENCY
Maxton R. Davies, President
CLEVELAND

FIDELITY
Advertising



Business Executives Are Interested in Samson Activities

The keen manager who keeps his ear to the ground, who is always alert to new sales possibilities, knows that out here in Janesville there is being developed a tremendous basic industry which is adding to the population and buying power of the Janesville market.

He knows also that the big buying influence of this rich territory is the JANESVILLE GAZETTE. The high lights, part of this advertisement, reprinted from the Gazette's issue of December 21, 1920, tells briefly a story of business expansion which

is very interesting at this time.

Definite Great Future Planned for Samson

The du Pont interests now at the head of the General Motors Corporation intend to make the Samson Tractor Company one of the largest and most important of its subsidiaries.

The man power of the Samson Tractor Company will be gradually increased and operations speeded up until the same number of men will be working as at the beginning of the business slump and eventually more as the industry grows. This will not be done all at once but gradually.

J. A. Craig will remain as head of the Samson Tractor Company in the full confidence of and with the full support of the General Motors Corporation.

The plans for the future of the Tractor Company have been accepted by the new head of the Motors Corporation. The Samson formed the biggest topic of the discussions at the recent New York meeting when Mr. Durant resigned and Mr. du Pont was elected president of the Motors Corporation.

The future plans for the Samson as laid down by Mr. Durant will be carried out to the letter. The great job ahead is the motorization of the farm and where others have failed the determination of the Samson is to succeed.

The Gazette's Service Department is amply prepared to furnish any data or information about the Janesville market on request.

THE JANESVILLE GAZETTE

Member Wisconsin Daily League

M. C. WATSON
Eastern Representative
286 Fifth Avenue, New York

A. W. ALLEN
Western Representative
1336 Peoples Gas Bldg., Chicago

consumer preference, and a dealer display preference, which plain money could not buy. Still they cost no more than for ordinary labels.

The ink and the paper cost no more for a really fine design than for an ordinary one. It is largely a matter of taste. You may or you may not have a natural instinct for things artistic. But the housewife, your ultimate customer, is sometimes more discriminating than we of purely commercial life. Many of these women know more about the color of a piece of silk than you or I, more about the design of a nice rug or tapestry. If you would attract the discriminating consumer, you would do well to insist that the design on your label be at least based upon the great classics of design. Nobody in the last hundred years has improved upon the great art of Geoffroy Tory as a designer, or of Caslon and his letter. The rush of modern commercial art has eliminated anything really fundamentally *creative* about modern design. Do not assume that it is highbrow to make the most out of your label from the classic in design, any more than it is highbrow to make the most in quality from the acreage at your disposal. When the discriminating housewife recognizes really good taste in the design of your label, psychologically she assumes that the contents of your package is of equally good taste.

You may say that a really classic label is lost on the many unthinking consumers. But if it costs you no more, you have all to gain and nothing to lose in appealing to the 25 per cent of consumers who more or less appreciate the beautiful, the type of consumers whose preference influences the entire grocery trade more than the mere number of these women would indicate. The label must do its practical commercial sales job. But it can work just as well for you if cloaked in really good taste.

And when it comes to the copy or the phraseology on a label, I cannot too strongly suggest the

avoidance of superlatives. The public is sick of superlatives. It prefers a sane statement. It resents your trying to "put anything across." Modestly, truthfully, believably state your case, and have the goods to back it up.

In connection with the container, we would do well to consider for a moment the net weight of contents. The canning industry for the most part, in its usual bow to custom, has considered its problem one of essentially satisfying the *trade*, and out of this has grown custom and staple weight packages not founded, in some instances, upon general consumer preference. There are some packages which entail a more or less constant left-over portion of the contents which considerably inconveniences the housewife, necessitating her placing leftovers all too much in the ice-box, the original use of her purchase having expired. You will win irrespective of "trade" custom if your net weight fills simply the widest needs of the most families at the lowest consistent price to the consumer.

HOW "PURITY CROSS" WAS EVOLVED

To show the steps in the creation of a brand, perhaps I can do no better than to take our own brand as an illustration. I waited for an inspiration. It finally became a matter of desperation. One Sunday morning in disgust, I threw my pencil down on the paper, beaten by the problem. But it made a dot. Now a dot you will grant is no trade-mark. But a trade-mark should be as simple as possible. I drew a line. Next, naturally, I drew another line over it. But then I had a Geneva or a Grecian cross, which I could not use in all colors because it simulated the National Red Cross. So I curved these lines into an odd bow shape. In the result I knew I had what we wanted. Thus came the "cross-mark." I prefixed the word "Purity"—hence the Purity Cross Mark. The mention of the brand Purity Cross would assist the

memory as to the trade-mark. On the other hand, a view of the trade-mark being an odd shaped cross would assist the memory in association with the brand Purity Cross.

I have always believed that a brand should be cemented, if possible, to its trade-mark. It thus kills two birds with one stone. In other words, combining the brand name with the trade-mark itself permits of driving home your identity, at about half the cost and effort of promoting two separate disconnected elements that do not tie up to each other.

Some years ago I was called into consultation by a company packing a general line, established in the '80's. Many were their brands. Their leading brand had no particular consumer appeal. They had lived with it so long, however, that to change it seemed to them utterly impossible. The first year we printed the new brand in small type in parenthesis under the old, and incidentally featured the new trade-mark. The next year we printed the new brand and trade-marked as the main feature, the old in parenthesis. And the third year, we featured the new brand and trade-mark only, without losing a single customer. They are now enjoying the increased sales of a brand which really appeals to the consumer.

Our next consideration is the product. I would say that here we have two sub-divisions:

First: Quality and guarantee.

Second: The prestige attached to the manufacturer's identity.

It would be trite for me to dwell upon the necessity for quality. Nor am I going to dwell upon the elemental necessity for sanitation, and preparation of a food product under model conditions. This angle in consumer preference will be thoroughly covered throughout this convention, and is fully reflected in the Inspection Service of the National Canners' Association.

Why not gain the advantage of extending a guarantee to the con-

sumer? As a whole the American public is honest. I have placed a "Moneyback Guarantee" on my own labels, and I have yet to receive from a consumer a request for money to be returned. The human elements of uncertainty that enter into all canned foods manufacture, if manufacture is really carefully carried on, are so relatively small that this guarantee in the assurance that it gives the consumer, provides a consumer preference that costs the producer little or nothing.

OPPORTUNITIES LOST THROUGH NON-ADVERTISING

Quality alone will bring you preference, but quality unaided by promotive ability will make you wait all too long for the recognition you deserve. Don't be afraid to tell the story of what you do if you do it well, and don't leave it to others entirely to tell your story for you. That is, unless you would prefer to minimize your opportunity.

I know of a canner of tomatoes in a small town who packs one of the most solid, nicest packs I have ever seen. This man and his father before him have sold to a single jobbing outlet. This canner makes a living, to be sure, but he has not made half the living possible, were he to have placed his really extraordinary pack where such is more deeply appreciated. It would be almost sacrilegious to suggest more aggressive sales policy to him, for the present packer's father, as I have said, knew the father of his present jobbing outlet. This canner is so steeped in this tradition that he will never be bigger than he is, though his available acreage, his history, and his pack each year, entitled him to a place in the sun which the limitations of his sales ability will forever forbid.

Why on earth doesn't the canner think more creatively of his selling problem? Goodness knows he usually has three-quarters of the year in which to do it! The merchandising policies of this in-



A staff of trained advertising men in our PARIS organization insures to our clients reliable service which brings results from advertising expenditure made in:

CONTINENTAL EUROPE

A staff of trained advertising men in our LONDON organization insures to our clients reliable service which brings results from advertising expenditure made in:

GREAT BRITAIN

A staff of trained advertising men in our TOKYO organization insures to our clients reliable service which brings results from advertising expenditure made in:

JAPAN

A staff of trained advertising men—Natives of various Latin-American Republics—insures to our clients reliable service which brings results from advertising expenditures made in:

LATIN AMERICA

A staff of trained advertising men in our New York and Chicago organization—Copy men, Research men, Artists, Service men—insures to our clients reliable service which brings results from advertising expenditures made in:

UNITED STATES

J. ROLAND KAY CO.

INCORPORATED
FOUNDED 1904

Foreign—INTERNATIONAL ADVERTISING—Domestic

161 East Erie St., CHICAGO, U.S.A.

18 East 41st St., NEW YORK, U.S.A.

LONDON: (Associate House)
John Haddon & Co. (Est. 1814)

TOKYO, JAPAN:

J. Roland Kay (Far East) Co.

PARIS:

SYDNEY, AUSTRALIA:

Jégu, Haddon & Roland Kay

J. Roland Kay Co.

REPRESENTATIVES:

Buenos Aires, Rio de Janeiro, Cape Town, Calcutta, Shanghai





Call In the Retailer

THE retail dealer has value as a *buyer* of your goods only in proportion to his ability to sell them.

A printed circular sent monthly to your dealers or other distributors will teach them the basic principles of selling your product, as well as stimulate them to sell.

Call in the retailer to some of your councils. Give him a portion of the coaching that you now give your salesmen. Don't merely urge him to sell. Show him how.

Information concerning and specimens of such work cheerfully furnished upon request.

Bert L. White Company

Originators and Producers of
"Dramatized Sales Helps"
(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue
Chicago, Illinois

dustry, considering the time the canner has to think, should be second to none. But when it comes to the old-fashioned, the hidebound, chance aspect of custom and the altogether relatively unprofitable merchandising aspects of an industry that can actively manufacture during such a relatively small season in the year, one cannot but marvel at such inefficiencies in sales customs, and wonder why the industry as a whole is satisfied to suffer under the archaic shortcomings of its sales conditions. Here we have great food staples, sure in their ultimate consumption. Never did a field offer such real opportunity for better merchandising, and the creation of more profitable distributing customs.

Many are the inexpensive dealer helps, envelope stuffers and other forms of advertising which do not run into big money, and which in the localized distribution of the average pack, can considerably influence the entire localities in which such packs are distributed. While this is not true of all canners by any means, nevertheless there are a lot of men in connection with whose packs I can imagine that a jobber's jaw would drop, and a retailer would be dumfounded, were the jobber's salesman to call on a retailer and be able to say, "I have 150 leaflets I would like to leave with you concerning this corn we are going to deliver to you, that you may distribute them among your customers." The 150 leaflets might cost the canner 15 cents on a quantity run, and the local goodwill for his brand would be really greatly benefited. Suppose you publish a leaflet on your brand with the slogan, "Buy a case," suggesting that the consumer take advantage of the retailer's usual dozen discount. Many are the different miniature advertising campaigns that you gentlemen could project with great profit. Many are the inexpensive ideas that you could adopt, by which you could stand out for both quality and service.

Your cannery may burn down, an earthquake may demolish it, but this sort of good-will in consumer-demand cannot be annihilated.

In brief, to just the extent you achieve quality and service, to just the degree you align your business and sales policies with what exceptionally reaches and pleases, to just that degree will you enjoy consumer preference. The hit-or-miss platform in merchandising wins or loses in a hit-or-miss way. For, in all business, those whose sensibilities are steeped in self-satisfaction or indifference, risk the rocks of shallow profits, if not failure. On the other hand, he who studies his every opportunity in consumer preference, and *charts* his course accordingly, reaches the profitable port of real merchandising success. He achieves the satisfaction that is born of recognition and reputation. He realizes the joy of well-earned appreciation from those whom he sells, be it trade or consumer, because he has *co-operatively* sold, and *intelligently* served.

Marshall Field's Tells Retailers to Advertise

In their dealer service for February, Marshall Field & Co., Chicago, urge dealers to use a larger variety of advertising methods for 1921.

"The flow of trade will continue toward your store if you keep the buying public well informed of your preparedness to meet its needs," the report says.

"Advertising will sell the merchandise if liberally and consistently used. Make printers' ink work hard for you. Change the windows oftener; attract attention to the interior displays. Advertising initiative helps to keep business normal and healthy.

"Plan now for a brisk February business. Advertise and display the merchandise the moment it reaches your shelves. Look with confidence into the future."

Advertising Man Goes to State Senate

George H. Bender, advertising manager of The Bailey Company, Cleveland, has been elected to the Ohio State Senate. Mr. Bender before entering the advertising business was engaged in reportorial work for Cleveland newspapers.

Upset in Europe's Boundary Line Leads to Advertising

A Town Is a Living Thing, Not a Mere Dot on the Map, Say Rand McNally in New Campaign

By Arthur Cobb, Jr.

WHEN a house of the size and standing of Rand McNally & Company suddenly begins an advertising campaign after doing business for more than fifty years without the aid of advertising, the reasons are likely to be of more than usual interest to executives everywhere.

For over half a century this company has made maps of every conceivable description. It produces maps for a great variety of purposes and markets them all over the country. Yet it is only within the last few months that the first Rand McNally advertisement made its appearance in publications of general circulation.

The truth is that certain problems confronted the map organization at the same time that an unusual opportunity for sales expansion presented itself. The company feels that starting to advertise now will help to solve these problems as well as create new sales, thus making the advertising campaign serve a double purpose.

Here is the situation.

The close of the world war found the map-making business in America in a peculiar position. Foreign competition, formerly quite keen, was practically defunct. Rand McNally wanted to keep it from coming to life again, or at least to prevent it from reaching its former robust proportions in this country.

At the same time conditions in certain corners of the earth were unstable. Boundary lines still subject to fluctuation complicated the map question considerably. Yet the expansion of the United States merchant marine and the increase in our foreign trade clearly pointed to an unprecedented opportunity to sell foreign maps of all descriptions.

The foregoing, of course, applies only to that part of the business engaged in producing maps and atlases of foreign countries. A very large proportion of the company's business has always been in maps covering the United States or parts of it. Here the problem was twofold: to stimulate an increased use of maps for business and industrial purposes; and to impress the public with the breadth of the company's service as a whole.

LITTLE-KNOWN SERVICES ADVERTISED

In this connection it is interesting to note one result of the non-advertising policy in the past. This seems to be that the public has no conception of the true scope of the service the company is able to render. "Nearly everyone," said Fred L. McNally, advertising manager, "has heard of Rand McNally, but connects the name largely with pocket maps, atlases and globes. People do not realize that the company makes thousands of different kinds of maps for hundreds of different purposes, and that it will make to order map equipment for any purpose it has not anticipated in its regular lines. One eventual object of our advertising is to make sure the public is thoroughly acquainted with this fact. But before that we have another object in view.

"We feel that if we are able to make the name of the company practically synonymous with the word 'map' in the public mind, then we will take a long stride toward accomplishing our immediate purpose of strengthening our position in the present market. Later on we shall endeavor to broaden the market itself by

GLEN BUCK *Advertising* CHICAGO



HE ONLY WASTES MONEY
IN ADVERTISING WHO DOES
IT BADLY. INVESTIGATION,
ANALYSIS AND HIGH TALK
IS NOTHING BUT SWANK, IF
IT DOES NOT PRODUCE
MORE RESULTFUL COPY.
THE TEST ALWAYS LIES IN
THE ADVERTISING ITSELF.



Wilfred O. Floing Company renders a highly developed art service to agencies and advertisers.

It concerns itself, first and last, with the physical appearance of advertisements. To its specialized ability in this direction, it adds a thorough knowledge of the fundamental principles of advertising.

It makes no attempt, however, to direct or devise general advertising policies, or build campaigns.

Over a period of years, this company has given intelligent, sincere cooperation to a number of the more exacting agencies; and, through them, to their advertisers.

We have every reason to believe that our service has been entirely satisfactory.

WILFRED O. FLOING COMPANY

1316 Garland Building
CHICAGO

"Of course our business has been good in the past, and is now. But for the reasons already given

But the dots on the map—they are different. Each dot represents something intensely human. Each city and town has its own activities, points of interest, dis-

"Turn to your map of Africa," the reader is told, "and put the point of your pencil on Alexandria. Follow the wiggly line of the Nile southward past Cairo, past Assiut, past Assuan, past Wady Halfa, and you come finally to New Dongola.

"Few people have ever seen this sun-burned little village between the Sahara and Nubian deserts. Yet should you ever visit it, you know exactly the spot marked on your Rand McNally map."

The reader is also impressed with the fact that few things are bought on faith to the same extent

as maps and atlases. It is impossible for the buyer to visit all the countries shown and check up all the figures. For this reason it is highly important that the map or atlas be made by a manufacturer of integrity and dependability.

Random McNally & Company are not overlooking the effect of this advertising campaign on their sales force. In fact, one of the direct objects of the campaign is to stimulate the men to a higher

A black and white illustration of a man in a dark suit and hat standing on a wooden platform, looking towards a large wooden building labeled 'GENERAL STORE'. He is holding two large suitcases. The building has a sign that reads 'GENERAL STORE' and 'PETROLEUM VILLAGE'. To the left, there is a sign for 'OIL' and another for 'PETROLEUM VILLAGE'. The scene is set in a town with wooden buildings and a dirt street.



A series of large water tanks, one 11 x 28 inches high, serving directly all cities, towns, and villages, railroad, electric lines, street headquarters and water, telephone, cable, bus, etc. Each tank filled in 15 minutes; no pumps were utilized on any occasion; to complete, water given to cities and population of all places, and information regarding the railroad, bus, cable, telephone and mail facilities of each.

On the reverse side of each film map is a very clear and understandable map showing in red the main highways.

PRICE \$5.00
 Five days, four nights, ship
 food and eggs, meals, taxes, etc.
 (Includes 10% gratuity)

Butt, B. 2000. 34

Then oil was discovered over the hillside. There was a rush to be among the early prospectors.

Within a month, Petroleum Village had moved ten miles west. Only deserted buildings and a few stragglers remained to mark the site of its former prosperity.

Only a little village! A change of only ten miles! Yet none too small to escape the searching, all-seeing eye of RAND MCNALLY.

Thousands of RAND McNALLY correspondents make painstaking, scholarly reports of every new dot and dimple in the world's countenance—new boundary lines, population changes in post offices—everything! Yearly changes in the RAND McNALLY COMMERCIAL ATLAS of AMERICA alone number more than six million changes!

Few people have any idea of the scope

and bigness of RAND McNALLY. To say that this is the world's largest map maker is to tell only half the story. Every conceivable kind of map, for school, for home use and for business is made by RAND McNALLY.

If you want a map of New York City or of Palestine—RAND McNALLY makes it. If it is a Biblical atlas or a map of North America During The Great Ice Age, RAND McNALLY makes it.

Political maps, physical maps, climate maps, historical maps, classical maps, language maps, globes, atlases and map-making systems for every use and every country are made by RAND McNALLY.

Four outstanding features are responsible for RAND McNALLY leadership—(1) Accuracy—(2) Clear distinct type—(3) Simplicity of arrangement—(4) Harmonious coloring.

Do you use maps often enough?

RAND McNALLY & COMPANY

Map Headquarters

40 E. 7th St. New York

Buy RAND McNALLY Indexed Pocket Maps From Your Dealer

* Subject will receive a letter or telephone call regarding results. THE NATIONAL BUREAU OF INVESTIGATION does not charge a fee.

DRY BONES INVESTED WITH LIFE

we believe we have reached the point where a judicious use of advertising is essential for us to make the most of the unfolding possibilities in this field."

In line with these plans the company's consumer advertising is at present institutional in character. The slogan, or rather the designation "Map Headquarters," appears under the name of the company in all copy.

One obstacle in preparing gripping copy for a product of this

pitch of selling activity right now.

Although this campaign has been running only a few months, it is interesting to note that the effects of it are already apparent. According to Mr. McNally, the company has noticed a decided improvement in both sales volume and organization morale, and is feeling unmistakably the beneficial effects of the campaign.

Advertising Affiliation Postpones Convention

The annual convention of the Advertising Affiliation has been postponed to September 30 and October 1. This convention was to have taken place in the spring. It will be held in Hamilton, Ont.

The decision to postpone the annual convention was made at a meeting of the board of directors held at Hamilton last week.

The various clubs in the organization at this meeting decided to form a clearing house at Cleveland for speakers. This clearing house will enable the clubs to exchange information about men to address their meetings.

Four New Accounts with Hoyt's Service

The General Optical Company, Mount Vernon, N. Y., manufacturer of optical instruments; the Bell Wringer & Washer Company, Cleveland, maker of washing-machines; The Outing Shoe Company, Boston, manufacturer of "Comfort" slippers and outing shoes; and The Lewis Manufacturing Company, Bay City, Mich., maker of "Lewis-Built Homes," have recently placed their advertising accounts with Hoyt's Service, Inc., New York.

Farm-Paper Advertisers in Northwest

Betting-Thompson-Madden, Inc., advertising agency of St. Paul, Minn., has secured a new account in the Brooks Bros. Lumber Company, manufacturer of B. B. Silos. A farm-paper campaign to cover the Northwest has started.

A national farm-journal campaign will also be run for A. B. Lyman, Excelsior, Minn., seed firm, on Lyman Grimm Alfalfa. This concern is credited with introducing Grimm Alfalfa in this country.

Now Manager of Tullograph Art Company

Wm. G. Ebersole has resigned as manager of two districts for mechanical goods sales promotion for the Good-year Tire & Rubber Company, of California, to become general manager of the Tullograph Art Company, Los Angeles.

Keener Judgment Needed in Buying Space

(Continued from page 12)

extends in all directions. This is important because the zone of some cities extends 200 miles on one side and only ten or fifteen miles in another direction. Numerous other facts about the town itself and its merchants are included.

It takes a long time to collect information of this extent about all papers. In fact, it can be only gradually acquired. It has to be culled from various sources. Some of it is obtained through correspondence. Representatives of the publication are asked to yield their quota. Newspaper advertisements in **PRINTERS' INK** are read for any new facts they may contain about the local market. And when representatives of the agency visit any locality they nearly always bring back some new information that helps to complete the file. That word "complete" is not advisable. As a matter of fact the information can never be complete, as the conditions in nearly every community are always in a state of flux. The information is no good unless it is kept up to date. Neither is the information of any help unless it is used. That is where the space buyer, if we must persist in labeling him with this anachronism, has a chance to show his executive ability. If so much of the once-upon-a-time function of the space buyer is now in other hands, it is his job to see that the others discharge their new duties adequately.

Much of the data in the files of the space buyer is in the nature of experience information. In the course of its practice, every agency acquires many illuminating facts regarding the advertising responsiveness of certain papers. Some publications pull well for one thing and not so well for something else. That should help the agency in the placing of future business. In view of this the memoranda found on these data

Announcing

the appointment, February
1st, of Mr. H. M. Krugler as
Eastern Manager of

NEEDLECRAFT MAGAZINE

Our constantly increasing volume of advertising and the added number of clients to be served have made it necessary to expand our organization.

Mr. Krugler, through his many years of successful work in the magazine field, comes to us with a wide acquaintance among advertising men, and it gives us much pleasure to announce his new and enlarged responsibilities.

WILL C. IZOR,
Advertising Manager





EVERY ENGRAVER KNOWS the difficulty of faithfully reproducing a combination cut such as we have made from this drawing by Mr. Rienecke. Difficult engraving jobs are most often sent to Sterling for "Sterling Results."

STERLING ENGRAVING COMPANY

Twin Plants in New York

200 William Street

Phone: Beckman 2900



10th Ave., at 36th St.

Phone: Longacre 820

cards is likely to read something like this:

"Town is near natural gas belt. Gas used entirely for heating and cooking and for lighting in poorer homes. Blank tried to market electric range here but with no success."

"Circulation of this paper almost entirely in north of city among better homes. Goes scarcely at all on other side of tracks, which is virtually a city in itself and is made up of humbler homes."

"This paper covers both city and surrounding country thoroughly. Good buy for product having joint rural and city appeal."

One of the best things about the work of the 1921 space buyer is the way he makes his information available to the whole organization. The entire staff has frequent occasion to use these data. Their use by everybody from the president down prevents a lot of mistakes that would otherwise be made. For it must be remembered that the building of a list nowadays is rarely done by one or two men. In a big campaign, twenty-five or thirty persons may influence the selection of the mediums used. Suggestions may be invited from several unexpected sources. Even the manufacturer's star salesman may have his say and it is likely to be heeded, too. The account handler, generally, has a deciding voice in making up the list, but as a rule he works closely with the space buyer and *very closely* with the manufacturer, and welcomes suggestions all along the line. When a list runs a gauntlet such as this and is finally approved, it is likely to be foolproof. If a good medium is unjustly left off of such a carefully prepared list, it may be due to the fact that its value for the product to be advertised was not sold to the right person, or what is more likely, to enough persons. Let us disabuse ourselves of the notion that the space buyer or the advertising manager or the sales manager or the president of the concern makes up the list. Sometimes they do, but more often they only help to make it

up. Frequently the manufacturer's whole advertising department, including a goodly portion of the agency's staff, gets in on the job. Unless a medium builds up a prestige for itself in the minds of all these people and tells what it stands for and is able to accomplish, it may find itself missing when the polls are counted. No medium is selling itself adequately when it is sold to only one man. For the space buyer, as we have seen, may be anybody. He is often an unknown quantity. He may, for instance, be that humble research manager, working silently over in the corner, and who remains incognito to the medium representatives.

Union Hours for Hens

LORD & THOMAS

LOS ANGELES, JANUARY 5, 1921.

Editor of PRINTERS' INK:

In your issue of December 16 the Schoolmaster makes some comment on the possibility of increasing egg production by use of electric light and which before seeing the results of an investigation of the Colt Company he had taken as a joke.

It is apparent, however, that the Schoolmaster has missed the point of this system of increasing the productivity of the egg-laying hen. It is not light that makes eggs, but rather food and by increasing the hen's working day or increasing the eating day, she is able to consume a greater quantity than before, making a greater amount of material for manufacturing eggs.

Therefore, in the winter time when the hen's working day is a short one, by lengthening it by means of artificial light she is able to consume more food, and in this way the egg production is increased.

PHILIP N. RING.

Portland, Ore., Better Business Bureau Grows

The Better Business Bureau, of Portland, Ore., now has over 200 members as a result of a membership drive by the advertising club of that city.

"Through the co-operation of the Portland newspapers, all the 'wildcat' promotion advertising that has drained the savings accounts of other cities has been kept out of the papers in Portland," the management of the bureau announced. "The local newspapers, accepting the impartial decisions of the business bureau, have refused to publish advertisements of local merchants, where the bureau has found their advertising to misrepresent the merchandise offered or to present evidences of unfair dealings."

Public Utilities Can Solve Problems by Advertising

"Be frank and advertise" was the advice given public utility companies by P. H. Gadsden, of Philadelphia, president of the American Electric Railway Association, at a meeting of the Indiana Public Utility Association in Indianapolis on January 13. By this method, Mr. Gadsden said, public understanding of utility problems can best be obtained and necessary rate adjustment and credit restoration hastened.

"It is absolutely necessary," he said, "if public utilities are to continue to function that they create a flow of new capital into their securities. The answer to this whole problem is the granting of rates to public utility companies which will insure a return to the security holders that will induce them to invest. Nothing less than this sort of an arrangement will save the utilities from ruin."

"Adjustment of public utility rates to a basis that will attract new money into the field will be hastened by a thorough public understanding of the public utility problems."

"The best way to bring about that understanding is to be frank and advertise."

"Advertise by every possible channel and hit the line hard. Tell your story in electric railway cards, in the display columns of the daily newspapers, through your employees—tell it everywhere that there is blank space which you can fill."

What the World Owes to Franklin

Jarvis A. Wood, of N. W. Ayer & Son, addressed the Poor Richard Club of Philadelphia at their January 13 luncheon on "What the World Owes to Benjamin Franklin." He gave a brief outline of the many great accomplishments of Franklin resulting in the public good, such as the University of Pennsylvania, the Historical Society, the Public Library, electricity, the post office, as well as the many acts of public service at home and abroad.

Cummings to Leave Northern Advertising Service

Arthur Cummings announces that he will not be connected with the Northern Advertising Service, Canton, Ohio, after January 22. Mr. Cummings was formerly with The H. K. McCann Company at Cleveland.

I. J. Osborne Joins Malloy Fixture Co.

Isham J. Osborne, until recently assistant advertising manager of the Titche-Goettinger Company, of Dallas, Texas, has become vice-president and general manager of the Malloy Fixture Company, Dallas.

Philadelphia Council A.A.A.A. Dines Matteson

A dinner was given January 14 to Jesse F. Matteson, president of the American Association of Advertising Agencies, by the Philadelphia Council of that organization. There were guests present from New York, Boston, Chicago, St. Louis, Minneapolis and other cities.

President Matteson spoke on "Association Plans for 1921," in the course of which he declared that the business man should be convinced that advertising is a component part of his business and that he should always so regard it.

Mac Martin, of Minneapolis, told of the association's committee on agency service, which he said was a committee to ascertain the views of advertising men on matters relating to their business. Executive Secretary O'Shaughnessy spoke of the recognition the Federal Government has given to advertising as a result of the war. A. W. Erickson spoke on "The Future of the Association," declaring that better men than ever before are coming into advertising agencies.

Eugene McGuckin, chairman of the Philadelphia council, presided.

The Latin-American in Our Universities

An opportunity to gain the good-will and friendship of the Latin-American countries is being afforded Americans, S. T. Henry, vice-president of the Allied Machinery Company of America, told the members of the Technical Publicity Association last week.

The universities of Europe to which Latin-Americans had become accustomed to send their sons were closed to them by the war, and American universities were tried and have been approved, he said. If we take these young men into our social and business life during their few years in this country they would go back to their own countries as missionaries of America as it really is, he declared. Mr. Henry recently returned from an extended trip through South American countries.

The financial aspects and prospects of South American business were also discussed at this meeting, an address on this phase being made by Herman G. Brock, foreign trade representative of the National Bank of Commerce in New York.

Pacific Coast Clubs Urge Advertising Degrees

Marc N. Goodwin, of the School of Journalism of the University of Southern California, has been made chairman of a committee appointed by H. S. Carroll, president of the Pacific Coast Advertising Clubs Association, to co-operate with the various Pacific Coast colleges in inaugurating advertising courses through which a student may attain degrees in advertising.

This Is the Age of Specialists!—

AMERICAN FRIENDS SERVICE COMMITTEE

20 SOUTH TWELFTH STREET
PHILADELPHIA, PA.

RECEIVES ALL COMMUNICATIONS TO THE OFFICE

SHIP POLICY SUPPLIES TO RUSSIAN BOYS
CARE MUST BE TAKEN
10TH AND CENERY STS. PHILADELPHIA

SECRETARIES

WILLIAM S. THOMAS, SECRETARY
JAMES A. HORTON, ASSISTANT SECRETARY
FREDERIC W. HORTON, ASSISTANT SECRETARY
J. BARNARD WALTON, ASSISTANT SECRETARY
WALTER C. WOODWARD, ASSISTANT SECRETARY

December 27, 1920.

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WILLIAM S. HANLEY

Acorn Agency,
132 Nassau Street,
New York City, N. Y.

Dear Sirs:

In accordance with our conversation I hereby
authorize you to place our advertisement as corrected
in 189 German publications as per the list submitted to
you.

With thanks for your splendid service in con-
nection with placing this advertisement, I am

Yours sincerely,

William S. Thomas
Executive Secretary.

WCT/TKM

To cultivate successfully a
special market that is immensely
important and fertile—work with an
organization supreme in that one market.

ACORN AGENCY, INC., Advertising
132 Nassau Street, New York

PHILADELPHIA

CINCINNATI

Liggett Predicts Return of Prosperity by May 1st

Liquidation of Average Merchant's Stocks Will Then Be Complete and Business Will Revive in Earnest

By Louis K. Liggett

President of the United Drug Company, Boston

I HAVE been asked to talk about merchandising, advertising merchandising and merchandising ideas. It seems to me that in this particular year and in this particular month, in view of what we have been having in a business way for the past four or five months, the one great big merchandising idea that everyone ought to focus his attention on is inventory, stocks. That is what is responsible for the conditions existing throughout the country to-day, and it seems to me that we ought to concentrate on it.

I am a great believer in fixing a plan of action and then attempting to carry it through. What I am going to say is practically the plan of action of all of the business enterprises with which I am associated and that we are going to carry through, not because it is theory with us but because we have analyzed and believe it to be a sound policy. We feel that people forget what happened yesterday, last year and the year before, and so on. There is a feeling among us that a post mortem's only value is that of being a signboard to the future. Too many of us have forgotten that in 1914, in the months of September, October, November, December and January, we went through a worse period of business depression than we went through in the same months in 1920 and to-day. And yet the majority of us have forgotten that.

Now, if you are going to lay out a policy you have got to analyze and find the reason. The reason for going back to that period is because that was the last

period of real depression in this country. Recall if you will that the war began on the second of August, 1914. By the fifteenth or twentieth of August moratoriums had been declared in England and France. The banks could not clear, the stock exchanges could not remain open, no one had money to pay anyone else because they did not know what was going to happen next. So in order that there should not be a panic among the people of those nations, the Governments declared a moratorium, and it was so broad in its effect that within a month the stock exchanges of New York stopped. They declared a moratorium and immediately the fear of God was put into all of us business men.

That's what happened to us in 1914 in September. Immediately we became a pessimistic group of people and we wondered what was coming next. We looked at the next edition of the newspapers to see the headline of what was going to happen and then we all said, "Well, we won't spend anything. We must keep our cash. We won't buy anything at retail that we have not actually got to have." And we pursued that policy during the months of October, November and December of 1914. I recall them distinctly because it was the first time and it has been the last time in the history of my business that we did not grow over the same corresponding months of the previous years, and there were a great many institutions in the same position.

Then in January suddenly orders began to come in. As they came in people said that business was picking up. They picked up their tail feathers a little bit and felt a little bit better. Within a

Portion of address before the New York Council of American Association of Advertising Agencies, New York, January 14.

THE EVENING EXPRESS

**LEADS ALL COMPETITORS
IN LOS ANGELES, CALIFORNIA**

**Gains 4,955,114* Lines in local display advertising—
1920 over 1919.**

Gains more than both its two evening competitors
COMBINED!

Gains more than both its two morning competitors
COMBINED including their big Sunday editions!

Los Angeles Evening Express in 1920 Published

12,775,528 Lines

of Local Display Advertising

29% MORE than its nearest evening competitor and
more than the combined volume carried by **BOTH**
morning competitors 6 days against 6.

In addition, omitted thousands of lines because of news-
print shortage.

EVENING EXPRESS

SUPREME IN FIELD

Local merchants are on the ground—they know the comparative value
of all Los Angeles papers—what they think of a newspaper is expressed
by the distribution of their copy—a testimonial to pulling power which
beats all arguments.

Reader confidence and esteem, strength and popularity as a home
and family newspaper, concentration of distribution and readers
of purchasing ability are some of the factors that make the
Evening Express the leader in Los Angeles.

THE LOS ANGELES EVENING EXPRESS

Oldest Daily in Los Angeles—Founded 1871

Exclusive use afternoon service Associated Press.

* All figures in this advertisement furnished by the Los Angeles Times
Statistical Department.

O'MARA & ORMSBEE, INC.
National Advertising Representatives

235 Fifth Avenue
New York

Peoples Gas Bldg.
Chicago

QUOTING PRE-WAR RATES

Space in The Household
Journal is now sold at
40 cents per line per
hundred thousand circulation.

475,000

PAID IN ADVANCE

\$1.90 the Line

Not a Subscriber in Arrears.

MARCH FORMS CLOSE FEBRUARY 5TH.

The **HOUSEHOLD JOURNAL**

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

CHICAGO
2003 Harris
Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.
BATAVIA, ILLINOIS

NEW YORK
A. H. Greener
116 W. 39th

few weeks' time the orders were coming by telegraph. Why? Because everyone having stocked as they had in those months and people having bought only necessities, they had liquidated the small inventories that the merchants had in 1914. Remember, small inventories—because in 1913 you will recall that there were many bread-lines and people had become conservative.

When the catastrophe came, inventories in the retail shops were small. So they were very quickly liquidated and the retailer began to order first by mail, then by telegraph, and as they ordered the manufacturer began to send out for raw materials. But the orders came faster than production was possible, with the result that upstart of prices began again and the moment prices started to rise everybody hurried to buy goods because they were afraid that they were going to rise higher. They were afraid that if they did not buy to-day the market would be higher to-morrow. That was the only natural outcome of the condition that existed throughout the entire world where anyone had any merchandise to sell, because there was a greater demand than the world could supply. It was a seller's market and that continued from month to month through the years of 1916, 1917, 1918, until the armistice.

Following that everyone's mind turned to thinking prices were too high. They all started to think hard about the tremendous increase in prices. Prosperity reigned, so in this country we became drunk with our success and luxury. We were spending money in every possible way. The laboring man spent real money. Many of them that had two daughters had two pianos, one for each daughter. I have seen that with my own eyes. I have seen it in England, where the cotton spinner that could barely live in 1914 and who could not afford a parlor had now expanded his house so that he now had a parlor, and having two daughters had two pianos. He had oil paintings on

the wall. But nevertheless that was keeping money in circulation.

When the armistice came we expected those things to drop and for the matter of a month or two prices fluctuated. There were a few drops and then what happened? The oncoming rush of prosperity in this country started things and boosted them even higher. The demand kept on. It was still a seller's market. The time came when that had to change. Everyone should have known it. It was advertised broadly by the Federal Reserve Bank, and I was one of the many others who sat on the outside and thought that they were foolish. We should have foreseen that liquidation was coming, but all of us said it would not. We thought it would occur some time, but probably not until 1921 or 1922.

WHEN THE BRAKES WERE APPLIED TO BUSINESS

In the first place, the first break in the whole situation came about a year ago, when the big snow-storm came and blockaded our railroads. Prior to that time and during that time the Government was operating our railroads (as we look back at it to-day—very inefficiently, because the railroads and the freight cars were the storage places for merchandise). I have seen figures presented only a year ago in our own business when we had as much as four and one-half or five million dollars' worth of merchandise in transit to us which we had paid for in order to secure the cash discount and yet they were not in the house. To-day we have not a half-million dollars, or 10 per cent of that amount, and that brings out the point I want to make to-day. That is, that the snowstorms blockaded and tied up merchandise, and following your snowstorms you had a general railroad strike—not an organized one, but a voluntary one that for a matter of six or seven weeks continued to block up freight, and as freight blocked up what did the merchants do? Simply kept on ordering and buying more—contracting



ahead just as the tire people did, as an illustration. They estimated, as I recall the figures, that it was necessary to produce in the year of 1920 eighty-five million tires for the then running automobiles, to say nothing of the new production in 1920. But they did not take into consideration the fact that there were between 25 or 30 million of tires in freight cars and in transit to the dealers, with the consequent result that when storms were over and strikes were over and freights were released, your warehouses and stores began to pile up with merchandise and you began to cancel.

That happened first in the tire business and it was continued in the shoe industry, in the dry-goods industry, wool and cotton, and everyone in those lines of commodities began to receive cancellations and immediately the situation became as pessimistic as it was in 1914.

Now what is the solution to it? We forget, I think, that the retailer is the neck of the bottle, the consumer is that broad expanse to whom, from the bottle, the merchandise flows. Back in the bottle is production, back of that is raw material and everything that goes with it. But, after all, consumption that makes for the employment of people must receive its merchandise from the neck of that bottle, which is the retailer, and when he corks up at the back-end inside, and simply allows that part that is in the neck, which is goods on his shelf and in his warehouses, to pass out to the people—that moment production, employment, everything back of him has got to stop and that is just what has occurred to this country, and people wonder what is going to come. Three or four weeks ago when I was down in the lower end of New York, I almost became a pessimist myself. I never saw so many blue people or listened to so many blue stories or heard of the stories of the people who a year ago did not owe a dollar and to-day were broke, in all my born days. And when you inquire into what is the

Why One Advertiser Added to His List

Extracts from letters to Walter Drey, Vice-President of FORBES, from an advertising agency and their client:

Dec. 2nd 1920.

"I took up your publication with our clients and am asked by the President to have you place him on your mailing list for a month so he may read your magazine and form an opinion on it."

Dec. 20, 1920.

"I took home the 2 copies of FORBES which I read with a great deal of interest. The subjects these copies discussed were of particular interest to me, and I feel that your magazine can not help but interest executives; and since that is the class of men we have to sell our proposition to, I have instructed our agency to arrange a campaign in your publication."

In times like these it is just as important to add to the list as it is to cut it down.

Jan. 12th, 1921.

Now this advertiser is starting his campaign, with full schedule, in the January 22nd issue of FORBES, and so are Johns-Manville, Monroe Calculating Machine Company, U. S. Gutta Percha Paint Company, and Crocker-McElwain Paper Company.

FORBES

For information and rates write nearest office

Walter Drey
299 Broadway
New York

Frank H. Burns
Little Building
Boston

Sears & Irving
Peoples Gas Bldg.
Chicago

"Creates the buying instinct —and does so right alongside the door of the store."

(This and the subjoined extracts are from the article entitled "Ingenious 'Help' Overcome Dealer Inertia" in "Printers' Ink" of last week, January 13, 1921.)

The new stunt is a moving picture display given in the drug store window. A "movie" that can be seen across the street! In a small town it brings the entire population to the drug store! And the picture can be seen just as clearly in daylight as in the dark.

THE PRODUCT DISPLAYED IN WINDOW MOVIES

A special Star Vibrator film has been prepared. It is called "The Magic Touch" and is a regular high-class movie, interesting and amusing, with nothing left out that the best photo-play houses have, except the music. It tells the uses of the Star Vibrator by showing them in operation, with the speed and exaggeration which put them over in a flash.

...

The Fitzgerald people are full of enthusiasm over the results they are obtaining. This stunt unquestionably has strong advantages. It certainly creates the buying instinct and does so right alongside the door of the store where it can be converted into action before it has a chance to cool off.

In addition, the dealer warmly welcomes it. It brings a crowd to his store and with it considerable business for him at his soda fountain, candy counter and cigar stand.

Writes B. G. Peck, the Fitzgerald sales manager, "I believe this is the greatest of advertising features for local dealers. I have seen the crowd stand for the entire eight minutes of the film, rapt as at a theatre. Many of them leave taking Star Vibrators."

The reason is that it is easier to sell through the customer's eye than through his ear. Will you give us a chance to prove this?



We are the originators of the "Merchandising Movie" for Dealer Windows, concerning which the Fitzgerald Mfg. Co., of Torrington, Conn., is so enthusiastic. We supply all the necessities—the film of your product; the projector; the screen; the lamps. Ours is a complete motion picture service.

The operation? Simple. The cost? Reasonable.

We'll give you a demonstration right in your own office—without charge. Have your stenographer call us up or drop us a card.

Tell us what your product and problem is—we'll give you an estimate and all necessary information. The results will make you, too, "full of enthusiasm."

WILLIAM J. GANZ CO.

(Commercial Publicity Film Co.)

507 Fifth Ave., New York

Phone: Vanderbilt 8232

occasion, it was inventories, piled-up stock.

Some have already liquidated, very largely the leather people, cotton people, and, to an extent, the woolen; but at any rate they have freed themselves pretty well from their bank indebtedness, which is very largely owed up in New England. Those particular lines have come clean. But while they were doing it, what has happened? They sold their products for what they could get, with the result that as one friend of mine told me on Tuesday night of this week when I asked him, "Why aren't you down at Bellaire playing golf? This is your time, isn't it?" "Yes, but I am staying around here looking for orders. Every little bit counts." "But," I said, "what do you care? You are pretty well fixed." He is a director in a bank and could get loans for two or three million dollars. He has sold out. "Well," he said, "I am staying around also because I want the banks to go over my balance sheet." "Are you all right?" I asked. "Of course I am all right," was his reply. "I can liquidate 100 cents on the dollar and I do not owe anything." I said to him then, "Why isn't this the time to get away and play?" "Well, I am going to tell you the truth. I cleaned out my stocks and all the bulk of them went out in the last days of December, so that I could get money enough. I bought out my partner a few years ago, if you will recall, and since that time I have felt that I got the best of it. I have been looking at my balance sheets this year, and I felt, too, that I got the best of it, but I am going to tell you that I am right back where I was in 1914. In the month of December I lost all the profits I made in 1916 and 1917 and since, but I am starting again and I have got my capital."

Now, that is happening with many people who made money and had big inventories to charge off. Some of them who made an expansion above 200 per cent during the time since 1914. I am not advocating or telling you to go back to 1914 prices, not by a long shot,

SAVE THE LOSS BY BUYING!

Here is a 100% solution to your rate and data problem—more than a quarter of a million separate pieces of important information (answering more than one million questions) about detailed advertising rates, circulation analysis, mechanical requirements, etc. on over 6,000 publications in the United States and Canada—every daily newspaper, all farm papers, general magazines, women's publications, mail order journals, all trade, class and technical journals.

Our service is revised and issued monthly. The data is arranged in chart form—without confusing reference marks—makes practically any information accessible within ten seconds; permits of the most valuable type of comparisons, analysis, sizing up of space values—and enables you to prepare schedules in less than a tenth the time.

Copy on Approval

Drop us a line on your letterhead, and a current copy of our service will be sent on 10 days' approval.

Be willing to be convinced—that's all we ask.

FOR AGENCIES AND ADVERTISERS
**STANDARD
RATE & DATA
SERVICE**
THE NATIONAL BUREAU

308 Saturday Night Building
DETROIT, MICH.

References:
Any Advertising Agency
National Advertiser
Publisher or Publishers
Representative

GEORGE WOLTZ



There are two interesting facts about the drawings of Mr. Woltz.

They are among the best examples of the thin line decorative style, so deservedly popular in advertising art.

And they are available through this organization.



LOUIS C. PEDLAR, Inc.
Counselors in Art
 246 Fifth Avenue, New York.

because prices are regulated by labor conditions and labor is not going back to 1914 levels unless we go through a panic which is not going to happen—not for anything. I do not advocate the reduction in wage, excepting as wage must reduce itself in order to reduce its own cost of living. Wage makes its own price the same as merchandise, and I have no sympathy with the often-repeated headline charges that the retailers are profiteering. They have not profiteered any more than anyone else has profiteered. They have simply tried to get their regular percentage of gross profits and 95 per cent of the retailers of the United States have not had tremendous profits because they have not been able. It has only been a volume of dollars and cents that has got them by. So I say that labor will only be liquidated in and on the percentage as prices are liquidated. If retail prices go down on an average of 20 per cent or 50 per cent, or whatever it may be, labor is going down, because labor constitutes 92 per cent of the cost of everything we have—it is labor in one form or another.

Now, what is going to be the result and what is the future? I have attempted here simply to establish conditions that exist at the present. If I am right in the theory that the neck of the bottle is the retail merchant, he is the man that we are dependent upon for employment in this country. Then when he is corked up all we have to do is to take the period necessary to liquidate what is in the neck of the bottle. What is that period? It is quite evident that in 1914 it was the period from the first of September to the fifteenth of January, a matter of four and one-half months, but stocks were lighter then than they are now. Stocks were not tied up in freight cars as they are now. So I am working on the assumption that during 1920 the average merchant was carrying an inventory of approximately six months on hand, and when his contracts were considered, his obligations to take

Detroit Sunday News Leads Field in Advertising

ADVERTISING follows circulation. For years THE SUNDAY EDITION of The Detroit News has led its only Sunday competitor in circulation and now has over 76 per cent local lead.

In 1920 The Sunday News also led in volume of paid advertising by more than 97,000 lines over its only competitor. The Sunday News lead would have been much greater but for last Spring's embargo on full page ads which diverted much business elsewhere.

Advertisers Remember—Sunday as well as daily The Detroit field is thoroughly covered at one rate without duplication by The News alone.

LA RAZON

BUENOS AIRES

A Newspaper With a Selling Punch
Buenos Aires, city beautiful, Hub of Commerce and Shipping of South America, unexcelled in commercial importance!

"LA RAZON"—the great afternoon daily of Buenos Aires, with three editions. Its advertising columns command respect and cordial response from the readers. The largest circulation of any Evening Newspaper in South America.

Write for booklet and rate card, Avenida de Mayo 760, Buenos Aires, Argentina, or to the following American Advertising Agencies:

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.
The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York.
Johnston Overseas Service, 277 Broadway, New York.
T. B. Browne, Ltd., 7 East 42d Street, New York.
Atlas Advertising Agency, 450 Fourth Avenue, New York.
A. R. Elliot Advertising, 62 to 68 West Broadway, New York.
Morse International Agency, 449 Fourth Avenue, New York.
Curtiss Special Agency, 450 Fourth Avenue, New York.
The Export Advertising Agency, Transportation Bldg., Chicago, Ill.
J. Roland Kay Co., Conway Building, Chicago, Ill.

The Newspaper That Believes in Americans

The Horse in the Treadmill

The old fellow is always on the go, yet going nowhere. He is always on the move, yet never moving toward a goal.

Many business men are like that. But the horse is tied to his task, the business man is not. He can take another road where the going is forward. He can make his choice. He can keep on going nowhere or he can put sand on the track and go forward.

Modern business has a way to get business. Judicious advertising performs the miracle. Mark the word, "Judicious." Right advertising in the right mediums has never yet failed. It cannot fail, because it reaches the consciousness of the thousands the advertiser wants to reach.

Get your case to the readers right, and all for you to do is to have your dealers or salesmen take the orders.

Advertising is meant to inspire buying, and it will do that if it is written right and placed in right mediums. In the newspaper qualities of character, honesty and vigor, **The News League of Ohio** (Dayton News and Springfield News) holds out its hands for inspection. In volume of circulation, its books will show.

In facilities for proper presentation of advertising, no other daily publication in Ohio approaches it. Its rotogravure eight-page section is a vast power for selective advertisers.

NEWS LEAGUE OF OHIO
DAYTON, OHIO

New York—I. A. KLEIN, Metropolitan Tower
Chicago—JOHN GLASS, Peoples Gas Building

merchandise—that is, future buying that he could not cancel—it is possible that his inventory was higher by two or more months.

If he had eight months' inventory and if this pessimistic atmosphere struck us as it did about the first of September in many lines and extended later on until it was at its height in December, then the process of liquidation may take eight months with the retailer, and by that time you will come to the first of May and his stocks will be bare and you are going to have a duplication of the condition in the spring of 1914. There will be no more pessimism. He will have liquidated his stocks. The manufacturer will have liquidated by running half time or no time at all. He will have liquidated out and then suddenly, with all their shelves bare, business will begin and you will have a renewal of rising prices. You saw it only last week. Two weeks ago rubber was only ten cents a pound, two cents less than it cost to produce. Suddenly a few orders for a few hundred thousand pounds came into New York and almost overnight the price went to twenty cents.

It is a funny thing about our buying habits, and I do not think we are different from any other nation. We do not buy on a falling market because we think tomorrow we may be able to buy it for less. So we think we had better keep our money and that has been our attitude. A rising market will bring prosperity and a great many of our products, the raw materials at least, at the present time are selling lower than the cost of production, and that doesn't make for prosperity. But we can stand for it for a while in this country because you must keep in mind that it is estimated that one-third of the world's wealth is in the United States and we have one-fifteenth of the population.

Also keep in mind the one thing that bothered me when I was in Europe last year and that made me pessimistic—the condition of



“PUNCH”

The Most Famous and Influential
Humorous Journal in the World.

“PUNCH” ALMANACK

Issued early in November each year. The leading and most continuously successful Christmas Number and Annual published in this country.

“PUNCH” SUMMER NUMBER

Published early in July of each year. First issued as a Special Number in 1920 and scored an immediate success, being received with a warm and hearty welcome; is now equal in importance to the Almanack.

ADVERTISING space in “PUNCH,” “PUNCH” ALMANACK and “PUNCH” SUMMER NUMBER is strictly limited. The demand for space is very much greater each year than can be accommodated. It is an axiom that for the advertising of high-class goods and service to Britons at home and abroad there is no value equal to that offered in “PUNCH’S” advertising pages.

As an instance of the appreciation by high-class advertisers of that value, it may be mentioned that

On October 1, 1918, all the available space in the regular issues of “PUNCH” was booked up for 15 months in advance.

On November 1, 1919, all the available space in the regular issues of “PUNCH” was booked up for 16 months in advance.

On June 1, 1920, all the available space in the regular issues of “PUNCH” was booked up for 19 months in advance.

The only space available in the regular issues of “PUNCH” for 1921 will be that which is surrendered. What about 1922?

ROY V. SOMERVILLE
Advertisement Manager “Punch”
10 Boulevard
London, Eng.

“Punch” Office October 1, 1920



Booklets and Folders as Dealer Helps

If you manufacture Jelly Powders, Extracts, Dressings, or other products that make tasty desserts, supply your local grocers with attractive lithographed recipe books.

The housewife keeps and uses a helpful recipe book. It makes it easy for her to remember your goods.

The Karle Lithographic Co. will be glad to co-operate with you in producing useful, attractive recipe books, folders, and other dealer helps.

KARLE LITHO- GRAPHIC CO.

Offices and Plant
ROCHESTER, N. Y.

NEW YORK
512 Fifth Ave.

BOSTON
7 Water Street

ST. LOUIS
Ry. Exchange Bldg.

CHICAGO
130 N. Wells St.

PHILADELPHIA
Fidelity Mutual Bldg.



our export business. It is a well-known fact that this country can only use about 60 per cent of the food and products we produce, with the result that we must find a market for from 30 to 40 per cent of our production; and the thing that bothered me was how could the man in England who wanted to buy a bushel of wheat come to the United States and pay as he had to pay in the wheat season last fall two dollars for a bushel of wheat in American money, when it took \$2.66 of his English money to pay for it, particularly when he could buy that bushel of wheat for \$2.30 in his own money in Canada or for \$2 in the Argentine. That was because our gold reserve was such that it was selling at a premium, and it was worth one-third more than the English, one-sixth more than the Canadian. Or the Englishman could take his \$2, in his own money, and go over into Bulgaria and buy two bushels of wheat instead of one with it. It would seem, of course, he is going to buy in those other places, but there again comes in the credit situation, which I have not thought about enough or studied enough about to know thoroughly, for the situation changes rapidly.

But the fact remains that our exports were the greatest in the history of this country last year, in spite of all these things against us. Now when you have got that condition what have you got to worry about? Isn't this the time for you and me to go out and sell our business and our country to the people as a whole? It is the time for optimism not pessimism. It is time to merchandise on facts and not on theories. It is the time for every man to realize that he must sell his merchandise at the prices at which he can turn it over to the people, and begin again as my leather friend did. The quicker we liquidate our inventories out, the quicker prosperity will come back. But I am as sure as I stand here that you are going to have prosperity again, no matter what you do by the first of next May.

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UNION MADE

CARHARTT'S

PANTS OVERALLS & GLOVES

“ING-RICH”
Porcelain Enamelled Iron
SIGNS

Overall The Nation

Like the famous Carhartt Overalls they advertise the nation over. “Ing-Rich” Signs are built to resist wear—years of it. They’re “true blue”, too—their colors of solid porcelain (fused into steel) are fadeless. Carhartt knows the psychological value of advertising a sterling line of merchandise with a distinguished sign.

We will gladly prove to you that “Ing-Rich” signs will give super-distinction to your outdoor advertising. Write us today. No obligation.

Ingram-Richardson Manufacturing Co.
College Hill - - - Beaver Falls, Pa.

The Times-Union

First In Its Field

Helped to "Put Over" Dromedary Cocoanut In Rochester, N. Y.

The Hill Brothers Company (Dromedary Cocoanut) wrote us:—

"It has been highly gratifying to receive such enthusiastic cooperation from the Times-Union. The service rendered in conjunction with the window display contest has contributed very largely to the success of the whole campaign. We have a very high regard for the service you have rendered us."

This is but one of more than 70 accounts on which we have cooperated or made general investigations.

Our Service Department is at *your* disposal.

We know the Rochester field from every angle. Our fund of information is invaluable to any advertiser.

Write us and we'll start a preliminary investigation for you.

Rochester Times-Union

A. B. C. Audit Circulation 64,018

J. P. McKINNEY & SON, Representative

334 Fifth Avenue, New York

122 So. Michigan Avenue, Chicago

"Once-upon-a-Time" as the Copy Theme

Text That Takes the Form of Narrational Episode While Delivering the Message

By A. L. Townsend

WE know a sedate gentleman who looks forward to reading the Aunt Jemima advertisements, despite the fact that their moral is flecked with buckwheat. As a rule (so he asserts) he does not read advertisements at all. It is the style that interests him. He is plot-hungry.

The story of pearl gathering in distant countries was told all through one advertising year, by another advertiser, and he is pretty well satisfied that people devoured every word of it.

Advertising copy, as we know it, commercially, falls into several rather prosaic forms and classes. There is an accepted method of writing an advertisement. Most advertisers adhere to it, because it is the line of least resistance.

That there is room for the message in narrative form, however, is apparent, for there has been a marked increase in this picturesque method. And this despite the fact that there are many who say, with abrupt finality: "Oh, nobody will read all that stuff."

It is the advertiser himself, nowadays, who cries: "Can't you present our story in a new and different way? All advertising reads about the same. What can you do to inject individuality?" This is a healthy sign. Once it was the advertising man who was a mad enthusiast when it came to innovation. And he believed, at times, that the client could not recognize a clever idea if it was pinned on his lapel.

The art of writing an advertisement in the literary vein without suspicion of make-believe is difficult. If the public catches even the slightest whiff of fiction, it smiles and turns away. The most successful examples of this method, therefore, fall into two classes—where the writer de-

scribes something he has seen—a visit to the plant, etc., or when the quaint history of an institution is set forth.

The Puyallup & Sumner Fruit Growers Canning Company, of the State of Washington, is disproving the fact that people will not read lengthy copy. It accomplishes this by a rather simple expedient—the text is readable. Yet there would appear to be no great inspiration for the copy man in red cherry jam.

The five-column newspaper advertisement before us—one of a series—running also in general periodicals, contains approximately 1,400 words. It is written in a breezy, cultured, literary style, and recounts the visit the writer made with a Senator to the berry fields in the shadow of Mt. Rainier.

INSPIRING COPY FOR PAUL'S JAM

We tried an experiment with this piece of copy. When six people—three men and three women—were gathered in the library one evening, we asked one of those present to read the story aloud. It was listened to with the greatest possible attention and interest. The verdict was unanimous—"Splendid!" Suppose we see how the copy man has gone at his task:

"We walked in the Valley of the Mountain, Senator Paul and I. We walked with peaceful content. The sky was clearest blue against the dark green of the fir-topped hills on either side and even the brightness of the sun was light and airy as it flashed and drifted by on the ocean-laden breeze that barely stirred. Senator Paul said: 'The sun brings the sweetness. The breeze from the ocean beyond the hills tempers the sun during the day, while at

An Interesting Plan for Increasing Sales in the Mississippi Valley

We want to discuss our project with some manufacturer of Dry Goods, Dry Goods Sundries and Notions who can appreciate the possibilities which we have discovered.

The Mississippi Valley has many prosperous cities and towns. Their consumption of Dry Goods, Dry Good Sundries and Notions is enormous. With our headquarters in St. Louis, the metropolis of this district, attracting thousands of buyers annually, we are in a position to serve this territory especially well. We shall be in a position to stimulate further the consumption of the products of manufacturers whom we represent.

We want to tell you more about the service we offer. We should like to have an interview in order that we may tell you in detail the full possibilities offered by our St. Louis representation.

A brief note on your business letterhead will bring details of our plan.

The Burnet Co.

Wainwright Bldg., St. Louis, Mo.

night it comes heavy laden with salt mists until it touches the higher land of the foothills. Then the mists fall and the dews give the berries the vigor and the tonic that we call flavor."

Casualty, the writer takes us on a little journey through this wonderful valley, Sentiment always a member of the party. But the fact remains that when the last line has been read, we find that an impression is left—that the jam made from the berries from this amazing valley must be quite the best ever marketed.

Most of us make an error when we criticize so-called "sentimental" copy, because we lose sight of the fact that a fair percentage of people really are sentimental. The advertiser's message need not always wear a mood-muffler and come, poured hot, from the everlasting kettle of stilted verbiage.

ROMANTIC MOLASSES

The rotogravure and magazine advertising now being conducted for Brer Rabbit Molasses is doubly interesting, in that the beginning of the product is recounted, and the facts put in highly entertaining language. Here is a thought or two from one of the pages—illustrated in story-book fashion:

"Twenty-two years ago, two boys raised in Louisiana conceived an ideal worthy of that State which is noted for its wonderful cooking. They decided to restore to the world a famous old-fashioned delicacy that they had learned to love as children. In their childhood they had enjoyed gingerbread, cookies, and other goodies much more delicious than they had ever been able to get since. This flavor was due to old-fashioned home-made molasses, since almost gone out of existence."

At the top of the page the artist has drawn, in sketchy pencil technique, the picture of two country boys looking across an open field to where an old-style cane mill was in operation. The story ripples on:

"The molasses that their fami-

A New Capper Newspaper

THE KANSAS CITY KANSAN

The **largest city in Kansas** is to have her own daily newspaper—FIRST ISSUE January 31, 1921.

Published **EVENINGS** and **SUNDAY MORNING**. More than \$200,000 in local advertising contracts and 16,229 subscribers secured by the business men and women of the city **within five days** PROVES the **OVERWHELMING LOCAL LOYALTY** of the people.

NATIONAL NEWSPAPER ADVERTISERS now have an opportunity to support the retail stores of this largest city in Kansas with 1921 schedules.

The best experience and effort of the Capper organization will give a metropolitan newspaper to this prosperous industrial city of more than 100,000 population.

Rate card and complete information ready **NOW**. Address all correspondence to

THE KANSAS CITY KANSAN

Kansas City, Kansas

W. A. BAILEY
Business Manager

Arthur Capper
Publisher

B. P. BARTLETT
Advertising Manager

Ask any Capper man—Anywhere

THE NEW YORK HERALD PRINTING MACHINERY FOR SALE

(The Old Plant of THE HERALD)

Because of the coming expiration of the lease of The Herald Company on The Herald Building, at 35th Street and Broadway, the entire mechanical equipment of The Herald and Telegram, except the Composing-Room Outfit, is now offered for sale.

PRESSES

1 Hoe Octuple, 7 columns, prints 4 to 32 pages. Capacity, 13,000 32-page papers per hour.

2 Hoe Sextuples, 7 columns. Prints 4 to 24 pages. Capacity, 13,000 32-page papers per hour.

1 Hoe Color, 7 columns. Will print 8 pages in 3 colors. Capacity 4,000 per hour.

3 Goss Double Sextuples, 7 columns. Will print 2 24-page papers or one 16- and one 32-page paper at same time. Capacity, 26,000 24-page papers per hour.

1 Goss Magazine Press. Will print double 12-page or double 16-page paper in 3 colors. Capacity, 4,000 an hour.

These presses can all be erected in smaller units or different combinations of units.

Electric and Air Hoists, Air Compressors, Pumps, Air Pressure Ink Storage Tanks.

Complete Stereotyping Equipment, Autoplates, Routers, Shavers, Saws, Matrix Rollers and Steam Tables.

Photo-Engraving Equipment, Ventilating System with ducts and motor fans.

All machinery to be sold standing, removal to be made by purchaser between April first and May first.

The EVENING TELEGRAM
HERALD SQUARE NEW YORK CITY

Jan. 20, 1921

PRINTERS' INK

163

lies used in their boyhood had always been made right on their own plantations. How well they remembered the golden autumn days when open kettles full of sweet juice of fresh-cut sugar cane bubbled over bonfires of wood." And from this memory came the Penick & Ford product!

The W. H. McElwain Company, with its "Giant Man of Manchester," has managed to throw a glow of romance about the mere manufacture of shoes, and has gotten away from advertising forms and styles so long in use that their power to attract has been lessened. The very headline is an alluring invitation to read on. An institution becomes an individual. A factory is a human being. Thousands of workers are rolled into one composite personality:

"In Manchester, New Hampshire, a giant shoemaker works. His strength is the strength of seven thousand men and women workers. To make sure of the best at the lowest prices he has his buyers of hides in the markets of three continents. In Merrimack and Manchester he owns and operates tanneries where his choicest leathers are produced. In his own forests in Maine he fells trees and fashions them into boxes in his own box factory."

These advertising narratives, in whatever form they may take, have a strong appeal to the imagination. They are noticeably "easy to read," which should be one of the very first qualities of a piece of copy. The public is growing more and more interested in the the history of its great national business enterprises.

Some of the recent Dunlop Tire advertisements sustain these elements admirably:

"Back in 1888 something happened in Belfast, Ireland, that led directly to the development of a great tire industry and had much to do with making the automobile a practical possibility in later years. The man who caused this extraordinary development was a surgeon named John Boyd Dunlop, and the way he came to do it is one of those interesting human

A \$15,000 Man Will Land This Job—

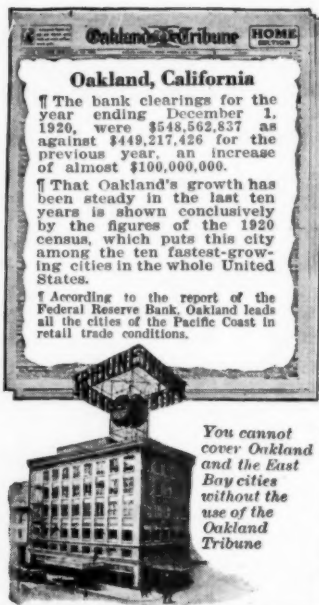
—no other will do!

FAULKNER, Inc., a merchandising research service that is enthusiastically approved and used by the foremost advertising agencies of this country, is looking for a man of assured ability to take charge of their eastern territory, with headquarters in New York. He must understand merchandising research and its relation to agencies and manufacturers who use it as a basis of their marketing plans. To the man who is accustomed to meet high executives a rare opportunity is offered for a brilliant future.

Give full particulars in *first letter*, which will be treated in strict confidence.

FAULKNER, Inc.,
644 Munsey Building,
Washington, D. C.

See Advertising pages 106-107 this issue



Oakland Tribune HOME

Oakland, California

¶ The bank clearings for the year ending December 1, 1920, were \$548,562,837 as against \$449,217,426 for the previous year, an increase of almost \$100,000,000.

¶ That Oakland's growth has been steady in the last ten years is shown conclusively by the figures of the 1920 census, which puts this city among the ten fastest-growing cities in the whole United States.

¶ According to the report of the Federal Reserve Bank, Oakland leads all the cities of the Pacific Coast in retail trade conditions.

You cannot cover Oakland and the East Bay cities without the use of the Oakland Tribune

Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by



and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

139 N. Clark St. Chicago

stories that lie behind many of the world's great discoveries.

"His boy, Johnny, rode a tri-cycle, and its narrow tires wrought injury to the Doctor's lawn—." But look up the remainder of the narrative for yourself. Confess—you are interested.

The Appliance Distributing Corporation exploits its Electric Washing Machine by a flier in history and comparisons of methods.

"In the days when Lincoln was studying law out in Illinois," it is said, "he had mighty few of this world's goods. There was one thing he had and which he loved, and that was his old linen duster. It will never be known how many of Lincoln's kind women neighbors took this duster away from him periodically and gave it a needed washing while he waited around, enthralled the children with stories. The kindness on the part of these Illinois farm women meant tired backs and tired arms. For those were the days before the genius of man had evolved a machine for washing clothes." This basic thought has been extended into a series for the electric washer.

Fairbanks Scales, in a connected series covering many advertising months, have told their life story in narrative style and the question is answered: "How did they first come to be? Who invented them, anyhow?"

"Thaddeus Fairbanks, inventor of the platform scale, rode to Washington on horseback, from St. Johnsbury, Vt., to obtain his first patent. This was in 1831."

And in another advertisement, quaintly illustrated:

"The Fairbanks Scale owes its origin to the ingenuity of Thaddeus Fairbanks, Vermont inventor. He sought a short cut from the laborious method of weighing hemp on the crude steelyards then in use. Working far into the night to perfect his crude scale, prior to the day his first salesman went out to secure orders, Thaddeus Fairbanks conceived the idea of the platform scale. His first model embodied the lever system and knife edge supports to-day



Four of the many publications of the Odhams Press

The ODHAMS GROUP

Dominates Britain

JOHN BULL

Has by far the largest sale of any weekly journal in Britain

PASSING SHOW

A weekly Budget of Artistic and Literary Humour

PAN

Magnificent Monthly of Art and Literature

IDEAL HOME

Lovely Illustrated Home Monthly

NATIONAL NEWS

The Independent Sunday Journal

SUNDAY EVENING TELEGRAM

Britain's only Sunday Evening Paper

LONDON MAIL

Witty Theatrical and Society Weekly

PICTURES

The Film Lover's Favourite

KINEMATOGRAPH WEEKLY

Trade Organ of British Kinema Industry

SPORTING LIFE

The World's Leading Sporting Journal

EVERYWOMAN'S

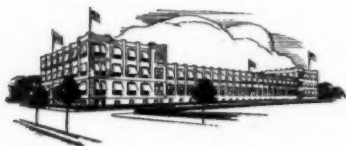
The Popular Domestic Weekly

Every class of British reader can be reached through the medium of Odhams Publications.

Full particulars regarding any of the above journals together with a copy of Odhams House Organ "Odds & Ends" will be gladly mailed on request. Write to:

Philip Emanuel,
Advertisement Manager,
ODHAMS PRESS
LTD.

Long Acre, London
England



DO YOU WANT BETTER PRINTING?

FOR 30 YEARS WE HAVE SPECIALIZED IN
PRINTING AND BINDING LARGE EDITIONS
OF BOOKS AND CATALOGS. WE OFFER A
PROMPT, EFFICIENT, REASONABLE
SERVICE ON A COST PLUS PROFIT BASIS.
CORRESPONDENCE INVITED.

INTERNATIONAL TEXTBOOK PRESS
SCRANTON, PA.

12th ANNUAL EXHIBITION of POPULAR PRICE MERCHANDISE

AT THE
PENNSYLVANIA HOTEL
(Roof Garden)

JANUARY 24-25-26-27-28

Will be held in combination with Retail Merchants' Convention.

National advertisers, manufacturers and jobbers of all popular price mercantile lines will exhibit.

Phone Canal 9443 or wire for best available display spaces ranging from \$75.00 to \$500.00.

INTERSTATE EXHIBITORS CORP'N
467 BROADWAY NEW YORK
MISS E. IRVINE, Director

Jan. 20, 1921

PRINTERS' INK

167

found in platform scales, the fundamentals of which modern science has never been able to improve upon."

For many years, the manufacturer failed to see the advantage of dipping into the past and using the history of his institution as an advertising theme. It seemed a bit boastful, a bit personal, perhaps.

But the public literally forced the issue. For people asked to know the lineage of the firm that produced a favored article. Sales were always more secure when backed by an intimate knowledge of the maker and his struggle upward to success.

It is significant that all of these advertising stories are filled with the romance, the bravery, the fighting courage of the true American.

Bank Advertising Hits Business "Rumors"

The Colonial Trust Company, of Philadelphia, is using 375-line space in the newspapers to counteract the effect of the "failure rumors" being circulated without foundation in fact. The copy is headed "Rumors or Facts," and points out that a leading commercial agency lists over two million business establishments in the United States, and that during 1920 the same agency recorded 7,682 failures—or only one failure to each 260 businesses, which is less than four-tenths of one per cent mortality. It states, as further proof, that business is not "flat on its back," the fact that Philadelphia bank clearings were approximately as large as 1919, week for week. One piece of copy closed as follows:

"At this season of the year, could we make a better resolution than to keep so busy mending our own fences that we have no time for gossip about our neighbors—to resolve to run our own business with less waste and more prudence, to pay our just debts so that our neighbor may in turn pay his, and always to remember that the wheels of industry of these great United States run sometimes faster, sometimes slower, but never stop?"

Standard Oil to Sell Socony Crayons

The Standard Oil Company, of New York, has filed application with the Trade Mark Bureau for the registration of the well-known trade name Socony, to be used in connection with a line of crayons. The company claims use since about October 8, 1920.

say "When"

SAY WHEN you want to see the proof—we'll have it there and *then*. Else we will call you back before we start the job.

Our promise is a promise. We must keep it to keep you.

Phone Fitz Roy 2719.

Ad^y Agencies' Service Company

Typographers

209-219 WEST 38 • NEW YORK

Set in Caslon O. S. 471

Getting Student Trade Is Mainly a Matter of Knowing How

The continuous concentrated buying power of 500,000 young men and young women has made the college towns vast markets where millions are exchanged annually for clothing, food, books, stationery, luxuries and the like.

In the High Schools there are nearly 2,000,000 buyers of suitable products or service.

If you want College or High School trade we can get it for you. Seven years' exclusive dealing with student papers has given us the greatest knowledge of the vast student buying power to be found anywhere.

Ask Us Anything
You Want to
Know About the
College Trade
Established 1913

CSAA

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Advertising and Sales Promotion Manager

After 1½ years as export executive in Europe, I want to connect again with some go-ahead manufacturer who has courage and vision to go after business right now in the United States or abroad.

My record shows that I can produce results—that I can make sales in a difficult market.

Agency trained on national accounts and used to assuming responsibility. I have made good in practically every advertising way—newspaper, magazine and direct-by-mail campaigns; house organs, stunts, etc. I write direct, clean-cut copy with a human touch and in three languages. I have handled a sales force with success. I can get dealers to work with me—yes, work.

If you need a young (35), university-educated, pushful sales and advertising executive write for my record.

Address P. W., Box 94, care of Printers' Ink.

Wanted: AN ASSOCIATE

A small recognized Agency wants an Associate as Vice-President and General Manager. A man who will take his place in a team to build a clean, progressive Agency of the highest principles. He should be able to bring some accounts with him. Arrangements will be made for a stock interest and a fair percentage of the profits of the Company. We seek a very high calibre Advertising Executive, and will exchange satisfactory personal and Agency references. Replies will, of course, be held confidential. Address S. D., Box 91, care PRINTERS' INK.

Philadelphia Business Press Elections

At the annual meeting and dinner of the Business Press Association of Philadelphia, the following officers were elected: H. Walter Scott, *Boat and Shoe Recorder*, president; S. H. Steel, *Textile World*, vice-president; and L. S. De Lone, *Builders' Guide*, secretary and treasurer.

Frank Manser, *Dry Goods Economist*, and S. B. Koons, *Shoe and Leather Reporter*, were elected to serve with the officers as an executive committee.

Standard Screw Products Appointment

P. H. Smith, for the last three years sales manager of the Brown-McLaren Manufacturing Company, and for the preceding six years with the advertising department of the Brown & Sharpe Manufacturing Company, Providence, R. I., has become sales manager of the Standard Screw Products Company, Detroit.

Frank J. Coupe Sonora Vice-President

Frank J. Coupe, sales manager of the Sonora Phonograph Company, Inc., has been appointed vice-president of this company.

Mr. Coupe has been connected with the Sonora company since its early days, first as advertising director, and later as manager of sales.

Charles J. Johnson Dies

Charles J. Johnson, treasurer of the Rudolph Guenther-Russell Law, advertising agency, New York, died at New York on January 11. Mr. Johnson was thirty-seven years old. He had been at one time with *The Wall Street Journal*.

Hoye at Boston for Hoyt's Service

S. R. M. Hoye, of the New York office of Hoyt's Service, Inc., has been transferred to the Boston office of this agency, to work under A. L. Rice, who went from New York to the Boston office two months ago.

Farm Paper Has New House-Publication

Successful Farming, Des Moines, Ia., has begun the publication of a monthly paper, "How to Co-operate," issued by the Retail Service Bureau.

Represents Red Wing Advertising Co.

J. P. Vincent is now representative in Cincinnati territory for the Red Wing Advertising Co., of Red Wing, Minn.

Press

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PRINTING — *fit for its* — PURPOSE

AN unusual story, well told,
deserves every aid toward
its proper reception. Your printer
may help you in developing the
best way to handle it, but, still
more important, he must give that
best way every chance through
PROPER PRINTING



Wm F FELL CO.
PHILADELPHIA



RIGHT BELIEF
RIGHT KNOWLEDGE
RIGHT CONDUCT

£ The Sign of Integrity

On silver the above symbol, or the word
Sterling, conveys instantly a message of
the integrity of its producer.

On mats the symbol of

**O'FLAHERTY'S
PEERLESS MATS**

conveys to those in the printing trades
identically the same message.



REG. U.S. PAT. OFFICE

Made by O'FLAHERTY
225 West 39th St. New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 934 Title Insurance Bldg., Los Angeles; 214 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Albert E. Haase
Roland Cole Edward T. Tandy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JANUARY 20, 1921

Business Secrets

"No one can steal a candy secret," said a man who has built a reputation in the business. "There are no secrets except the secret of putting all the joy you have into the candy," was his way of looking at the old question of how much formulas, secret processes and the like are worth. And his idea applies just as strongly to many an industry far removed from his.

Not many years ago almost every factory had departments and rooms which, like Bluebeard's chamber of mystery, were guarded jealously. Competitors, visitors, new employees, were denied ad-

mission to these occult hiding-places. Trade secrets, formulas and processes were hidden like a general's war plans from the spies of the enemy.

Then things started to happen. A druggist took up a product sold by all druggists. He put some enthusiasm and joy in the work back of a package and a sales plan, advertised, and by lifting his particular product out of the rut of the usual won national distribution and real profits. Dr. Jenkins, of New Haven, used a formula for tooth paste which had been semi-public property for some time, and by similar methods or better sales methods, by putting joy into the manufacture and merchandising of his product made Kolynos a national success.

Many a big concern to-day is glad to show its competitors all its former secret processes, to place formulas, prices and selling methods at the disposal of men in other lines of business or even their competitors.

The old days of mystery, secrets and faith in formulas to build success have passed. There are no secrets in business success except the secret of putting all the joy you have into what you are making, and then telling the people about your product.

Advertising Salesmen

They are growing far fewer in number, those letters and articles which used to be written about "being annoyed by advertising solicitors." Yet just the other day a business executive made the old remark. Everybody worth his salt is to-day out on the firing line, selling or trying to make sales. The man who made the statement has many salesmen out, to whom he expects other business men to give at least one respectful hearing. It is surely a poor rule which won't apply to both cases. The only excuse left for this type of business man who can't see it both ways is the small number of men in the business who still cling to such old formulas as "I see you have an ad in 'The Bugle' this morning. Can't

I get the same copy for the 'Gazette'?" Such an approach is, of course, not salesmanship, and it is, fortunately for the far greater number of real advertising salesmen, becoming exceedingly rare.

The advertising salesman is today selling one of the most important things in this transition period. He is offering an entrance to broader markets; he is often suggesting changes in sales plans which will build steady future markets for many a manufacturer who needs them badly. He can usually speak as the representative of one great business institution to another. He is calling on a man who sometimes needs the product he has to sell as much as he needs the nails which hold his building together.

As such a representative the advertising salesman is usually carefully trained before he is allowed to make a call. He is in the position of helping the advertiser buy a product which he needs. He has discarded the copy-chasing or strong-arm methods of a bygone day for the helpful, constructive plans which make progress—or at least most of them have.

And such a salesman is entitled to at least one respectful hearing. He cannot be called an annoyance by any manufacturer who is fair-minded.

Combination Selling

The emphasis that the United Drug Company, in its sales manuals intended for drugstore clerks and proprietors, lays upon companion or combination sales has been described in two recent articles in *PRINTERS' INK*. The theory of companion or combination sales is that if you can sell a customer one article you can also sell him the articles that naturally accompany it. For instance, if someone presents you with a set of golf balls, they are useless to you unless you have the clubs that go with them. If you buy a bottle of ink, you must have pen and paper before you can use it.

Herein lies a suggestion that might be profitable to a manufac-

turer who is having difficulty in marketing a single product. No doubt considerable sales resistance results from the fact that a customer sometimes hesitates to buy a thing because he will then have to hunt up the things that go with it. But this resistance is broken down if you can also supply him with the necessary tools and apparatus. For example, a certain manufacturer of a preparation used on the fingernails has found it profitable to market it in the shape of a set which includes an orange stick and emery board, and a higher-priced set includes a nail file and buffer. This saves the buyer of the original preparation from having to shop around for the necessary small tools. It makes both the buying and the selling easier. This is a principle that could doubtless be applied to many other commodities.

Getting the Consumer's Sympathy

"You can't expect the consumer to grow enthusiastic over publicity that benefits only the advertiser. But when you convince the consumer that your advertising is teaching him something of real value, something that will benefit his health, give him greater comfort, relaxation or pleasure, or save him money, then you have his enthusiastic sympathy and co-operation."

This is a quotation from some recent public remarks by Ross W. Weir, chairman of the Joint Coffee Trade Publicity Committee.

According to Mr. Weir's test there is considerable advertising being done to-day which fails to meet the test. The inflation period is doubtless responsible in part; for advertising, like many other things, got into bad habits then. Advertisers fell into a way of talking about themselves—their size, their growth, their achievements, their greatness. This was all in order and pardonable enough when orders outran production. But the "we" viewpoint is feeble and ineffective in a buyer's market. It must switch to the "you" standpoint if action is to

be got out of the consumer.

Producers of goods can no longer pause to pat themselves on the back. They must get out and hustle for sales. And only that advertising sells goods which makes the consumer feel that you are offering him something he ought to have.

Advertising and the Guarantee

The guarantee is one of the old questions that is bobbing up again now that war conditions have been pretty well disposed of and many of the problems that bothered business prior to 1914 are coming into the centre of the stage once more.

How much help is a guarantee in the sales plan? Does it produce sales that otherwise would not be made? These are some of the questions being asked.

Many concerns found the guarantee a valuable selling adjunct during the early days of their development. A strong guarantee backed up the advertising, won the confidence of the public and did much to establish the new product.

But once an article has been thoroughly bulwarked in the trade and is accepted generally by the consumer, the guarantee becomes of less importance. In other words, during a product's suspicion stage, when the consumer is likely to be critical and unconvinced, a guarantee may be the means of swinging the undecided buyer over toward the merchandise in question. During this period, the guarantee may be a powerful ally to the advertising, but after the advertising has familiarized the consumer with the product, and has taught her how to use it correctly, the guarantee may no longer be necessary. A consistent and adequate advertising policy has in many cases eliminated the need of the guarantee in the sales plan.

In the early days of the paint industry, for instance, the guarantee figured rather prominently in the merchandising of the product. It was a necessity at that time. Paint was regarded as deco-

orative and a "nice thing" to use if you could afford it, but its economic importance was not widely appreciated. Then, too, the experience of the consumer with paint was not always fortunate. There were many inferior brands on the market, which had neither covering capacity nor durability. Even the good brands were frequently used so improperly that the results were unsatisfactory. The guarantee, under such conditions, seemed absolutely vital. But after advertising succeeded in establishing reliable brands and in teaching folks how to use paint, the outstanding need for the guarantee gradually diminished.

That has been the history of the guarantee in other industries.

Foreign Trade Financing Plans Heard at Sphinx Club

The first public outline of the plans of the Foreign Trade Financing Corporation, the \$100,000,000 corporation, formed to finance foreign trade, was made by John McHugh before a meeting of the Sphinx Club at New York last week. Mr. McHugh, in addition to being vice-president of the Mechanics' and Metals Bank of New York, is head of this new foreign trade financing organization.

The corporation was formed, Mr. McHugh said, to make possible the issuance of \$1,000,000,000 in debentures which are to be sold to the American people.

A campaign has already been laid out to give wide publicity to the flotation of these securities and to convince the American public that the prosperity of the nation depends upon the maintenance of our export trade, and that this is impossible without the creation of such an instrument to extend credit to foreign buyers.

"If these securities are to be sold to the American public," said Mr. McHugh, "the people will have to be taught to exercise all reasonable economy so that they may set aside part of the \$70,000,000,000 annual production of this nation for the purchase of these securities. Together with this aid must be coupled a movement from increased production in order that our exports may consume only the surplus beyond what is necessary to meet domestic needs, so that prices may not be advanced and the cost of living again increased."

Following Mr. McHugh, addresses were made by William H. Rankin, who urged that advertising men think in terms of world business; John H. Finley, of the New York Times, who spoke on honesty in advertising, and Alexander Konta, who related experiences gained in a recent tour of a number of European countries.

ALL NEW RAGS



"100% rag stock" does not tell the whole story because rags vary—from 4 cents to 20 cents a pound. It is possible for a bond paper to be 100% rag and still not be like Crane's papers. The cheapest grades of rags are old rags collected from house to house. The best grades are cuttings from shirt factories and other manufacturers who cut up cotton goods. Crane & Co. use only new rags in their papers so that they are "100% new rag stock."

100% selected new rag stock
119 years experience
Bank notes of 22 countries
Paper money of 438,000,000 people
Government bonds of 18 nations

Crane's

BUSINESS PAPERS

I REITERATE

UNIQUE COPY—copy that attains to the beauty and dignity of true literature, although it may be classed strictly under the head of finer publicity—is a matter of individuality and artistry.

Do you need a monograph or a biography that any man, no matter how big, may well be proud to publish under his name? Or a history—say—that will redound to the credit of the firm issuing it, no matter how prominent?

In short, do you want copy that is dignified, yet human; beautiful, yet utilitarian; absorbingly interesting, yet founded on nothing but facts? Get in touch with me. **THE MORE DELICATE AND DIFFICULT THE COMMISSION, THE MORE WELCOME.** Consultations gladly and freely given. I have never yet violated confidence.

AUTHOR-COPYRIGHT,
Box 186, Mad. Sq. Station,
New York City.

Free Lance

Copy
Type Layout
Art Visualizing
Form Letters

BY a full-fledged advertising man devoting full time to creative work for advertisers, advertising agents, and service printers. Interviews with New York City concerns, and correspondence with others solicited.

Address:
W. R., Box 93, Printers' Ink
185 Madison Ave., N. Y.

Free Lance

Strong Association Relies on Independent Business Press

INTERNATIONAL TRADE PRESS, INC.
NEW YORK, January 5, 1921.
Editor of PRINTERS' INK:

A copy of your letter respecting associations, which issue journals that carry advertising is before me.

At the hazard of being considered prejudiced, it is my opinion that such publications are based on neither a proper nor a just theory. It is a very difficult thing for the members of such associations to keep in proper perspective the advertiser and the non-advertiser in the association's publication; just as it is difficult for the representative of the association's management to refrain from unethically exploiting its membership list in securing such business. It seems to me to be unfair to the advertiser, unfair to the standing and character of the association, and certainly unfair to the independent and unsubsidized publications in the science or industry thus represented.

A notable recognition of these facts is to be found in the attitude of the National Electric Light Association, which publishes a very interesting and valuable monthly "Bulletin," devoted to the interest of the industry it represents, and which carries no advertising, and which is distributed to members and non-members on payment of a regular subscription price. Probably there is no industry that has had a better representation in its bona fide periodicals than the electrical, and these publications have without exception, I believe, been careful and progressive exponents of the best interests of electrical development, and without their support in the early days of association organization several such associations in the electrical field that now canvass for advertising on the basis of their membership readers, would not have succeeded—perhaps never would have existed. These "organs" that carry advertising now appear in the guise of unfairly fighting their best friends, and in the unpleasant light of securing business on a questionable basis.

I appreciate that some of these associations find the easiest path along which to travel in the expensive publishing field is through the claim such ready-made circulation compels the advertiser to recognize. I do not believe, however, that the informed members of such organizations are pleased with a situation of this kind.

CHARLES W. PRICE,
President.

F. R. Farnham Joins Charles Austin Hirschberg

Frank R. Farnham, recently with Albert Frank & Co., at New York, as an account executive will join Charles Austin Hirschberg, Inc., of that city as copy chief February 1.

Mr. Farnham was formerly vice-president of Rex A. Wadman, Inc., New York advertising agency.

KEYSTONE BUMPER PADS SAVE THEIR COST DAILY BY HOLDING PRINT PAPER WASTE TO A MINIMUM

SIZES MOST SOLD

- 32 inches x 32 inches x 4 inches thick
- 33 inches x 26 inches x 4 inches thick
- 36 inches x 36 inches x 5 inches thick
- 36 inches x 36 inches x 10 inches thick
- 42 inches x 42 inches x 6 inches thick

Other Sizes Specially Made. Prices Given on Application



Prevents Paper from Splitting

ASK THOSE THEY ARE USED BY

New York Times	Kansas City Post	Brooklyn Standard-Union
New York Herald	Savannah News	Toledo Blade
New York World	Indianapolis Star	Canton Daily News
New York Tribune	Toledo News Bee	Daily Oklahoman
New York Journal	Dallas News	Philadelphia Star
New York Sun	New York Globe	Pittsburgh Dispatch
Chicago Tribune	New Haven Register	San Antonio Express
Hartford Times	Wichita Eagle	Beaumont Enterprise
Boston American	St. Paul Daily News	Norfolk Virginian Pilot
New Orleans Item	Newark News	Norfolk Ledger Dispatch
Baltimore American	Brooklyn Eagle	Roanoke Times

Des Moines Register & Tribune
And Many Others

KEYSTONE HAIR INSULATOR CO., New York Office: Room 601, 18 East 41st St.

The Little Schoolmaster's Classroom

THE other day the Schoolmaster and a friend started out to purchase a certain new style in a popular advertised collar in a western Massachusetts town. There were just two stores in the town where they might expect to find this brand and in each of these stores the Schoolmaster and his friend were informed by the clerk in the haberdashery department that this new style had been ordered but that no shipments had been received. And in both cases the salesman went on to remark that the company evidently had put out the advertising too far ahead of the collar; that he had seen the advertisements for some time but had tried in vain to get the merchandise.

This fact, unfortunate as it is in the merchandising of any commodity, was not the thing that interested the Schoolmaster. What did interest him was the fact that, without knowing that his customers were advertising men, the second thing each of these salesmen said was that the advertising was out too far ahead of the collar.

Only a few years ago the dealer was loath to recognize that national advertising had much to do with his selling. He paid little attention to it. These two salesmen in the western Massachusetts town had not only seen the advertisements for this new type of collar, but on the strength of this advertising they had ordered a stock of it, and they were "peevish" that they had not received it. Verily, thought your pedagogue, advertising is being woven into the very fabric of retail merchandising when even the clerks are advertising wise.

It has always been a pet contention of the Schoolmaster that advertisers could well afford to spend more time in research work before the advertising curtain rises. Of course there is not a

great need for such investigations when buyers are clamoring for merchandise. It was for that reason that research work, during the last five or six years has been left somewhat in the lurch.

* * *

However, the Schoolmaster is glad to see that advertisers are again taking a look back and a look ahead before putting printers' ink to new uses. This deduction is arrived at by a study of the inquiries coming into PRINTERS' INK Research Department. During the first week in January, 101 manufacturers, advertising agents, publishers, printers and others connected in some way with advertising and selling campaigns, made written requests for information. Thirty-seven letters asking for data on a wide range of advertising and merchandising subjects were received on Monday of that week alone.

These figures represent letter inquiries only. Were telephone messages and personal calls added, the total number of inquiries for that week would pass the 200 mark. Another hundred inquiries are received weekly by the Schoolmaster and others of PRINTERS' INK's staff.

Others in a position to know have noted this same tendency to look before taking a leap. For example, private research organizations report an amazing spurt in the number of questions asked by their subscribers. All of which is a very healthy sign and something that bodes well for the future of advertising.

* * *

All of the great thinkers of history have emphasized the necessity of taking a kindergarten course in a subject on which one has specialized. It seems that after a certain distance has been traveled on the road to learning the A B C's are lost sight of. The fundamentals, in other words, are

"If this be treason—"

The theory that a well-organized advertising agency is capable of handling all types of accounts equally well, is as dangerous as it is absurd. Agencies, like men, have certain aptitudes and limitations.

This organization lays no claim to omnipotence. If we do not believe ourselves able to render the utmost possible service in any instance, we frankly say so.

Perhaps this explains why the clients we do serve find their interests so capably and successfully cared for.

"How to Judge an Advertising Agency" is a frank, informative booklet. May we send it?

J.H. CROSS CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Members
American Association
of Advertising Agencies

Members
National Outdoor Advtg. Bureau
Audit Bureau of Circulations

ASHLAND 7652

BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AVE
PLANT - PARTOLA BLDG-100 WEST 21ST

Sales Promotion Man

or advertising manager's assistant solicits immediate and permanent alliance with progressive manufacturer, or with publisher as advertising salesman. Age 28, college graduate, ambitious, unusually practical merchandising experience. Address J. B. T., Printers' Ink, 833 Peoples Gas Building, Chicago, Ill.

Wanted—

Salesman to sell direct advertising and strictly high-grade printing. Must be aggressive and experienced in actually closing business. Right man can make fine connection with strong Chicago house.

Address S. M. D., Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

The MAILBAG
A Journal of
Direct-Mail
Advertising



APRIL 1926

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc.
How to Write Letters that **\$1.00**
Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

MAILBAG PUBLISHING CO.
1206 E. 40th St. Cleveland, Ohio



Howell Cuts

for house organs
direct mail and
other advertising

ask for proof
Charles E. Howell • 305 Fifth Ave. New York

Mail Order ADVERTISING

It is an open secret that while we operate a well-equipped advertising agency, numerous prominent advertisers, under contract with other agencies, find it feasible to pay us to produce their mail-order advertisements and literature. Pleased to have you write to or talk with us. 229 West 42nd St., New York. Bryant 5907.

SCOTT & SCOTT

forgotten as the more complex phases are taken up.

In advertising, this rule certainly holds true. The Schoolmaster, at any rate, finds it advisable, every now and then, to lay aside his pedagogic robes, step down from his rostrum, and study the three R's of advertising with the rest of the Class. It is, in a way, a sort of visit to the spring of youth. Long forgotten principles are recalled and a freshened viewpoint acquired.

It was for that reason the Schoolmaster spent a pleasant and profitable half-day, reading Frank LeRoy Blanchard's new book, "The Essentials of Advertising." After finishing it, your pedagogue was reminded of that popular saying: "I could write a book on what I've forgotten,"—whatever the subject may be. For Mr. Blanchard—who for many years was a member of book on what I've forgotten"—whatever the subject may be, reminder after another of how much has slipped from the Schoolmaster's mind on the important elementary rules and principles learned when he was first being initiated into the methods of turning printers' ink into money.

* * *

The other day the Schoolmaster dropped in at the office of a very well-known advertising manager, who has a reputation for getting his messages over in very condensed and forceful style. He was working on a quarter-page

WIDE OPEN

A publicity executive, formerly an editor, who has had practical advertising and commercial selling experience, is looking for a live business that wants *ideas*.

His age is 31.

He has earned \$5,000.

He has initiative, originality and constructive common sense.

Address "Wide Open," Box 92,

Care of Printers' Ink

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>January 6, 1921.</u>			
Edition Ordered	18,700	18,000	17,300
Actual Run	18,700	18,000	17,300
New Subscriptions Received	241		
(a) 6 mos.	35		
(b) 1 yr.	206		
(c) 3 yrs.	—		
Renewal Subscriptions Received	169		
(Prior to expiration 65 after expiration 104)			
(a) 6 mos.	6		
(b) 1 yr.	163		
(c) 3 yrs.	—		
Not Paid Cash	141		
Not Paid Loss	—		
Total Paid-in-Advance Subscriptions	x 15,324	14,862	14,386
Newstands Sales	2,367	2,138	1,914
(a) American News (net sales)	2,035	1,900	1,720
(b) Direct Out of Town (net sales)	332	238	194
Voucher Copies Mailed to Advertisers	418	210	176
Unused Copies for Bound Volumes	175	175	175
Complimentary	—		
Samples	3		
(a) Requested	3		
(b) Unrequested	—		
Office Sales—Current	132		
Changes of Address	—		
Duplicate Copies	1		
Back Numbers on Subscriptions	—		
Service	63		
Miscellaneous Office Use	70		
Total Number of Copies Printed Since January 1	18,700		
Average Edition from January 1 to Date	18,700	17,929	17,300

x - High Water Mark.

Signed

Frank H. Meeker
CIRCULATION MANAGER

Los Angeles—The largest city in the West
IN LOS ANGELES
 IT IS THE
EVENING HERALD
 MEMBER A. B. C.
 Government Circulation Statement
 April 1, 1920
134,686
Dominates the Metropolis of the West
 REPRESENTATIVES
 New York: Chicago:
 Lester J. Clark, G. Logan Payne Co.,
 604 Times Bldg. 432 Marquette Bldg.

CUTTING THE COST
of Publication Printing
 is an easy matter with the very newest
 labor-saving equipment and an up-to-
 date printing plant. Let us estimate
 on your publication and be convinced.
THE DRUCKER PRINTING CO.
 133 Mercer Street, New York City

PRINTCRAFT PRESS

We failed to keep our
 promise to a client on
 November 11th 1918.
 Only the Armistice could
 make us do that.

213 W. 40th St., New York
 Near Times Square Bryant 131

LAYOUT
Currier Co
 EVERETT R. CURRIER
 102 W 40th NY
 BRYANT 3024
Booklets
 PRINTING
 DECORATION
 TYPOGRAPHY

newspaper advertisement and had it sketched out roughly on paper, actual size, with illustrations and display lines indicated.

When the Schoolmaster entered he was writing the copy right on the layout. When he had filled the space allotted to copy, having written in a normal handwriting, not cramping it the least bit, he pronounced the ad finished. The Schoolmaster read it admiringly. "Do you always write copy that way, right on the layout?"

"Always," was the reply. "I used to write long, wordy copy that invariably had to be set in eight-point type or smaller. Then, one day it struck me that I never ought to say more than I could write in the space to be devoted to copy. Maybe I didn't sweat over my copy for a few months after that! Several times I almost gave it up as a bad job, but just a little more struggling and boiling always did the trick. Now I work that way easily and naturally, and I sometimes wonder how I used to find so many words to smother an idea in!"

While it is undoubtedly true that many very wordy ads, set in very small type, are exceedingly effective, and while the Schoolmaster realizes that all advertising

GEORGE SETON THOMPSON CO.

**Sales Promotion
 Campaigns**

**Plan, Art Work, Text
 and Production**

608 So. Dearborn St., Chicago

THE MILL EDITION OF Concrete

NEW TELEGRAPH BLDG, DETROIT

REACHES ALL THE BIG
 CEMENT MILLS & LIME
 PLANTS—WASTELESS CIRCULATION

FLEMMING STUDIOS

116 West 39 St. New York City Tel. FitzRoy 4132

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copy could not be written this way, he does recommend this plan to any advertising writer who is ambitious to learn to express himself or herself briefly and forcefully. It teaches one to deal in ideas, not merely in words and sentences, and, as pointed out in a recent article in **PRINTERS' INK**, it is ideas that sell merchandise.

Special Bureau to Care for Farm Business Organizations

Howard A. Macrae, who has specialized in the business side of farming, has been appointed head of a special bureau of the Pennsylvania State Department of Agriculture to look after the welfare of co-operative farm business organizations. In Pennsylvania to-day there are 180 co-operative buying and selling farm agencies. The new bureau will not only further the buying and selling sides of the organizations, but will help solve the problems of distribution, getting the products where they are most needed; and will also endeavor to influence the farmers to follow business principles in the conduct of their farms.

Boger Advanced on Columbia "Record"

William O. Boger, business manager of the Columbia, S. C., *Record*, has been made associate publisher. Until two years ago, when he joined the *Record*, Mr. Boger was with the Asheville, N. C., *Citizen*.

The PERMANENT BUILDER

The only building magazine devoted exclusively to permanent building materials and methods. Send for the "Reader Interest" story, circulation statement and rate card. CLARE C. HOSMER, A. I. A., Vice-Pres. 133 W. Washington St., Chicago

American Lumberman

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

GAS—America's pioneer public utility field—

Thoroughly and effectively covered by

THE GAS RECORD

20 West Jackson Blvd., Chicago.

Over 2000 City Gas Plants of tremendous buying power. List of articles they use or handle, and a sample copy of **THE RECORD**, for the asking.

Eastern Office: 56 W. 45th St., N. Y. City. Telephone Vanderbilt 3695. Member of the A.B.C. and of the Associated Business Papers.

OIL ADVERTISING

Send for sample copy and rate card of

PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Monthly)

20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695

LAUNDRIES

are big users of

MOTOR DELIVERY TRUCKS

Reach them through the

National Laundry Journal

120 ANN ST., CHICAGO

Member of the A. B. C.

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES,

537 South Dearborn St., Chicago

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. F. BRANHAM, Editor
951-957 Insurance Exch., Chicago

THE HOME OF GOOD PRINTING

The BEERS PRESS

Makers of catalogs, booklets, commercial printing

TRENTON, NEW JERSEY

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Attention, Manufacturers

Are your goods sold in the Newfoundland Market?

Here's an opportunity of developing new trade!

EXCELLENT selling and distributing facilities offered by

GERALD S. DOYLE, Manufacturers' Agent
317 Water St., St. John's,
Newfoundland

Better Printing for Less Money

Good Printing—Good Service	Booklets at Catalogue at Low Prices
1000 Printed Book Lettards... \$5.50	1000 Carders 6x12 up front... \$4.00
1000 Printed Envelopes 3x4 1/2... 4.50	1000 Carders 4 x 5 up front... 6.00
1000 Printed Envelopes 4 x 9 1/2... 7.50	1000 Carders 5 1/2 up front... 10.00
1000 Printed Business Cards 3x5... 4.50	1000 Carders 12x18 up front... 15.00
1000 Printed Billheads 3x4 1/2... 4.00	1000 8-Page Booklets 3x4... 25.00
1000 Printed Statements 3x4 1/2... 4.00	1000 8-Page Booklets 4x6... 35.00
1000 Printed Post Cards 3x5 1/2... 6.00	1000 8-Page Booklets 6x9... 40.00
1000 Printed Shipping Labels 2 1/2 x 4... 4.00	1000 8-Page Booklets 9x12... 45.00

SAMPLES FREE SAMPLES FREE

E. L. FANTUS CO., 525 S. Dearborn St. CHICAGO

MARYSVILLE CALIFORNIA

—Marysville theatres show to 8,000 to 10,000 persons every Saturday. There is a reason—Marysville is a great trading center for a large prosperous section. Modern retail stores of all kinds. The APPEAL serves this center.

IMPROVE YOUR LETTERS

Waxed Typewriter Ribbons

Are superior and distinctive; will not fill the type or dry out; last longer than ordinary ribbons; the WAX prevents evaporation of the essential moisture and insures clean, sharp impressions and pleasing colors. More economical because they cost no more than other ribbons. Price \$1 each, or 6 for \$3.75, prepaid. Booklet—"Better Typewriter Results"—free to typewriter users. State name of machine and color or combination of colors desired when ordering.

Box of Carbon Paper FREE

Special Offer: With your first order for WAXED Typewriter Ribbons, we will send Free a sample box of WAXED Carbon Paper worth 85c. Order today, money back if not pleased.



Address, Jim Claffier
THE RIBBON WORKS
Dept. 1
Galveston,
Texas

DEALERS SUPPLIED

K. A. Estey with U. T. A.

K. A. Estey has been appointed field representative of the United Typothetae Association for the Seventh District, which comprises Ohio, Indiana, Kentucky and West Virginia. He is the son of Chas. L. Estey, who formerly was in charge of the Advertising Bureau of the U. T. A.

Trade-Marked Potato Comes from Michigan

Potatoes from Michigan that are sold by the Michigan Co-operative Potato Association will be trade-marked "Petoskey Golden Russett." An advertising campaign is being considered.

St. Louis Company Appoints J. E. Davidson

Joel E. Davidson has been appointed sales and advertising manager of The Bearings Company, St. Louis.

MONTHLY MAGAZINE FOR SALE

NATIONAL CIRCULATION

A Profitable Proposition Capable of Great Development. Established 25 Years.

Address "L. A.," Box 90, care of Printers' Ink

Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 233 Lennox Bldg., Cleveland, Ohio.

THE RICHEY DATA SERVICE

You can prove you know the facts on sales, advertising and business conditions with these convenient pocket data sheets. January bulletin and literature sent free.

THE RICHEY DATA SERVICE
HDS 403 Meridian Life Bldg., Indianapolis, U. S. A.

POSTAGE MAGAZINE

Tells how to transact business by mail. How to reduce Selling Cost. Advertising and Selling by letters, circulars, booklets, catalogs. Full of modern money-saving and money-making ideas. Invaluable to Advertising and Sales Managers.

Single copy, 25 cents. One year—12 issues—\$2.00.
POSTAGE, 18 East 18th Street, NEW YORK CITY

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Retoucher wanted immediately by The Illustrated Review. Must be thoroughly competent for Rotogravure work and willing to live in rural California. Write or wire Charles Borroughs, Atascadero, Cal.

Publishers' representatives want active solicitors in Boston, Chicago, Philadelphia, Pittsburgh, Cleveland and Detroit who can secure business for leading trade and industrial publications on a very favorable commission basis. Give experience and reference. Reply to Box 745, Printers' Ink.

Aggressive, energetic advertising solicitor wanted by leading newspaper in one of Connecticut's largest cities. Good opening for the right type of salesman. Must be able to write good copy, have initiative and persistency. Address, giving full details of past experience, with photograph, which will be promptly returned. Box 715, Printers' Ink.

Executive Wanted

A National Association of Manufacturers needs a Traveling Secretary, a man of education, varied business experience, an organizer and an effective speaker before business meetings.

Position will pay \$2,500 or better. Please give full details in first letter to Box 727, Printers' Ink.

Wanted—Capable copy writer with executive ability to take charge of our agency department. Give full details regarding yourself and past connections in first letter. Send us references and samples. Samples will be returned. Business conditions even brighter than last year at this time. Only applicants with successful record will be considered. Keeshen Advertising Co., Oklahoma City, Okla.

Circulation Manager Advertising Manager

For evening paper in great metropolitan city. Be specific in giving qualifications. All communications in strict confidence. Address E. P., Box 737, Printers' Ink.

Well-established manufacturing concern, largest of its kind in its particular field, desires to secure a General Manager who has had experience in production and selling. Business has been on paying basis for some years and has great possibilities for further development. Give past experience and name of present employer. Replies treated confidential. Box 717, Printers' Ink.

Stenographer-Assistant—Advertising manager of long-established New York trade paper needs competent stenographer-assistant who can make himself generally useful in advertising department, taking dictation, typing letters, keeping advertising records, calling upon advertisers, following up prospects by mail, etc. Applicant must have thorough knowledge of stenography. Good opportunity to learn advertising and publishing business. Give full particulars as to age, experience, religion and salary expected. Box 730, Printers' Ink.

MISCELLANEOUS

POINTED—PITHY

Paul the Poet's business rhymes
Are epigrams, to suit the times.
His jingles in the mind will sink—
Address him care of Printers' Ink.

Established advertising agency willing to consider absorption of smaller agency or agencies on basis of mutual advantage. Address in full confidence, in writing only. H. A., Box 332, 58 West 59th Street.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

PHILADELPHIA REPRESENTATION

Personal services and well appointed office immediately available. Address

A. A. MACOOL,
1022 Drexel Bldg., Philadelphia, Pa.

MAILING LIST

NEW ENGLAND ADVERTISERS

An up-to-the-minute list of 575 New England Advertisers. Name of Advertising Manager and other important officials. An absolutely live list. PRICE \$10.

A. M. SUTHERLAND,
330 Summit Avenue, Boston 47, Mass.

FOR SALE

Half-tone Web Press for Sale. Will print eight pages at rate of six thousand an hour. Cylinders take 3/4-inch copper curved plates. Size of plates 15 1/2 inches by 21 1/2. Did good work for us until supplanted by rotogravure presses. Write Buffalo Courier, 250 Main St., Buffalo, N. Y.

**ADDRESSOGRAPH EQUIPMENT
WANTED**

Several thousand model B card index frames, oak filing cabinets, metal drawers, etc. Box 747, care Printers' Ink.

Trade journal located in New York. Small monthly preferred; must be cheap. Box 724, Printers' Ink.

Booklets, folders, etc. Well-equipped concern doing such printing for New York concerns for many years, can take additional work. High-class; prompt delivery; close co-operation. STRYKER PRESS, Washington, N. J.

Newspaper Press, Stereotype Equipment and Motors for sale at a bargain. Forty-page right angle R. Hoe Press in good condition, equipped with Kohler system control, 50 and 7½ H. P. D. C. Motors.

Stereotype outfit consisting of 2 steam tables with gas generator. One matrix rolling machine, 3-ton metal pot, pump, gas burners, and casting box, plate shaver, tail cutter, and semi auto plate.

18 D. C. Linotype Motors with gears; also a number of various types D. C. Motors from ½ to 15 H. P. Prices low. Address The Hartford Times, Hartford, Conn., care of Business Manager or Mechanical Superintendent.

Publishers, Attention!

How about your New York representation? Are you getting your just quota of business from Eastern territory?

Two experienced men are about to form a special agency. One man is the space buyer in a large New York advertising agency. The other is a thoroughly experienced representative and advertising manager. We are organizing for high-class service to publishers. Correspondence invited from A. B. C. members among newspapers, magazines and farm papers in United States and Canada. Correspondence strictly confidential. Our service will be ready to function May or June. Let's hear from you, please. Address Box 734, Printers' Ink.

POSITIONS WANTED

Young man, 19, wishes position with a small advertising agency or newspaper company. Two years' experience. Box 736, care of Printers' Ink.

PRINTERS' SERVICE-PROMOTION MAN. Agency or Ad-Manager's Assistant. High-grade copy-publicity man, wide experience. Details? Box 718, care of Printers' Ink.

All 'round experience

BUYING art work, mechanical production of advertising, layouts, writing copy, assistant account-executive. Eight years' agency and printing experience. Now employed. Age 25. Moderate starting salary. Box 726, Printers' Ink.

ARTIST—Good at sketches and layouts. Advertising art service experience. Desires agency connection as art director or assistant, in or near New York City. Address Box 733, Printers' Ink.

ARE YOU INTERESTED

in securing a reliable, ambitious young man as mechanical production chief or assistant? 3 years' agency experience. Address Box 738, Printers' Ink.

Editor and copy writer, capable of taking complete charge of trade journal, house-organ or publicity campaign, wishes part time position in New York. Good writer and reporter; original ideas. Box 723, Printers' Ink.

New York Representative

with broad experience and wide acquaintance, can represent several publications in the East. Commission basis. Box 722, Printers' Ink.

AN ADVERTISING ARTIST

now connected with big national organization as art director, desires more time for drawing and painting. Piece work, part time or all day. Lettering, design, posters, pen sketches. Box 746, P. I.

WANTED

To share the ups and downs of young growing agency by trained solicitor and national copy writer. Success based on new angles of attack and original selling places. Box 732, Printers' Ink.

Advertising Solicitor

Open for position with live trade publication. Can produce record as business getter. Qualified to take full charge of advertising. Address Box 741, Printers' Ink.

POSSIBLY I CAN HELP YOU

Young woman, at present advertising manager of a department store in a small city (formerly copy writer in New York store), would like position in publicity department of New York store, or as copy writer in agency. Sample copy and full details furnished upon request. Salary \$60.00. At liberty March 1. Address E. P. C., Box 739, care Printers' Ink.

Sales and Advertising Manager

Who has specialized in sales correspondence; whose catalogs and sales letters have secured, entirely by mail, thousands of orders from \$25 to \$2800 each—

Under whose direction yearly sales increases of 30%, 50%, 65%, 75%, 95% and 200% have been made—the last six years (no war work)—

Who has personally closed scores of orders \$1,000 to \$10,000 each—

Open for position where twelve years' experience in sales management, planning and preparation of catalogs, direct-mail and other sales literature for both dealer and user, can be used to advantage.

C. S. P., Box 725, Printers' Ink.

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A PUBLISHER'S REPRESENTATIVE
with a record of achievement and a
wide acquaintance among national ad-
vertisers and advertising agencies, seeks
an opportunity to represent a desir-
able publication in the East. Box 743,
Printers' Ink.

Advertising and Sales Manager

Now with large manufacturer, planning
and supervising good-sized national ad-
vertising campaign and a crew of 30
salesmen, is open for new management.
Excellent idea man, capable executive,
efficient to handle real job. Apply Box
721, Printers' Ink.

Advertising Assistant—Young man, 22,
agency trained, seeks better opportunity
as Advertising Assistant. Thorough
knowledge of magazine, newspaper and
direct-mail advertising. Knows how to
relieve a busy advertising executive of
all detail and can follow through any
job to completion. Excellent references.
Address Box 728, Printers' Ink.

University graduate 1915. Since then
employed by one large corporation, tak-
ing mill apprentice course and later hav-
ing broad experience in purchasing, sell-
ing and exporting. Possess ability, com-
mon sense, ambition. Eager make change
undertaking work in foreign fields with
present and future opportunities, pref-
erably along sales lines. Born New
England. Christian; 6 feet height; 190
pounds weight. Married. Highest ref-
erences. Box 719, Printers' Ink.

Opportunity for Advertiser

I WILL

1. Join an advertising force that co-
operates with other departments of
live firm.
 2. Learn your specific product, from
factory to consumer by personal contact.
 3. Apply to my job a keen knowledge
of human behavior, and ideas that fit 1921.
 4. Make type, layout and art—work,
not star.
 5. Prove fitness and welcome \$15
weekly.
- Frank E. Dec, 14 West 101st Street,
New York City.

Advertising Executive

12 years' broadest sort of agency
experience as account executive
handling large national campaigns,
production manager and copy and
plan man. Accustomed to co-operat-
ing closely with clients, planning
complete campaigns, supervising (and
executing, if necessary) all details.
A clear thinking originator of strik-
ing ideas, who writes convincing,
business producing copy. Know how
to get results in every phase of
advertising work. Technical graduate.
Married. Prefer position as account
executive or copy chief. Would con-
sider advertising managership with
national advertiser. Available about
February 1. Box 742, Printers' Ink.

ADVERTISING ASSISTANT

Young man, 23, desires connection with
advertising department or agency. Col-
lege education. Editorial and copy writ-
ing experience in general and technical
lines. Knowledge of printing methods.
Now, and could remain, with company
of national repute. Box 731, P. I.

WOMAN, advertising manager's assist-
ant, wants position with opportunity.
Six years' connection as assistant ad-
vertising manager technical publication.
Now associated with automobile dealer,
handling advertising copy and sales let-
ters. Will give satisfactory services and
fullest ability for money expended.
Box 716, Printers' Ink.

HEAVY LADEN ADVER- TISING MGR.

Happy I'll be to use my advertising
knowledge and ability (spare time) to
relieve you. I write "copy" for sales
letters, newspaper and magazine ads.
Five years' experience. You can decide
remuneration. Box 729, Printers' Ink.

Publishers, Attention

Constructive worker and producer to act as
Publishers' Representative in Eastern ter-
ritory. Am open for two worth while Pub-
lications—Monthlies or Weeklies. At present
am engaged as Branch Manager on A. I.
Publication and am producing. Salary and
commission or percentage on certain lineages.
Write giving full particulars. Confidential.
EXPERIENCED, Box 740, Printers' Ink.

Copy Writer

23; Princeton graduate; business
training with four large corporations;
for past year with small New Jersey
agency, handling five retail accounts
and all routine; a keen, sensible stu-
dent, merchandiser, writer; ambitious,
able, successful; thoroughly qualified
as assistant to account executive, copy
writer, house-organ editor, advertising
manager; desires position with oppor-
tunity, preferably with New York
agency; minimum salary \$40. Box
735, Printers' Ink.

A Pungent Writer Who Thinks Straight

He can do a lot of good
to your business.

He knows paper and type
and how to put them together.

"(He) is a close student of type-faces
and Printing and enthusiastic in the
practice of Printing as an Art."

He has developed and managed a
big selling department.

His "copy" is copied here and
abroad.

A Broad-Gauge Man

It's worth your while to meet him.
Box 720, Printers' Ink.

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Also In Youngstown

The G.M. McKelvey Co., a department store, writes of Outdoor Advertising:★
"We are well satisfied with the way in which the work has been carried out—from the submitting of the miniature sketch of the design to the application of the final coat of paint."

Thos. Cusack Co.

CHICAGO

NEW YORK

★ Painted Display Advertising
Poster Advertising
Electric Spectacular Advertising

— Nationwide

Somebody Made a Mistake of 2,276,071 Lines

The New York Times has printed an advertisement in the trade press which reads

"In 1920 the New York Times published 23,450,000 agate lines of advertising notwithstanding the omission of millions of lines because of lack of space and because of the rigid rules of The Times regarding the character of advertisements accepted. This represents the greatest volume of censored, high-class advertisements that has ever appeared in one year in any newspaper in the world."

The above claim is obviously erroneous in view of the fact that The Chicago Tribune printed **25,726,071** lines of advertising during 1920. The Chicago Tribune also omitted millions of lines of advertising because of lack of space and because of rigid censorship.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 450,000 daily, 800,000 Sunday

1921
Will Reward
FIGHTERS

Office-hangers bearing this slogan
will be sent to selling organiza-
tions if requested on business
stationery.